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**HISTORY** of  
*The Chicago Tribune*  
1847 1932







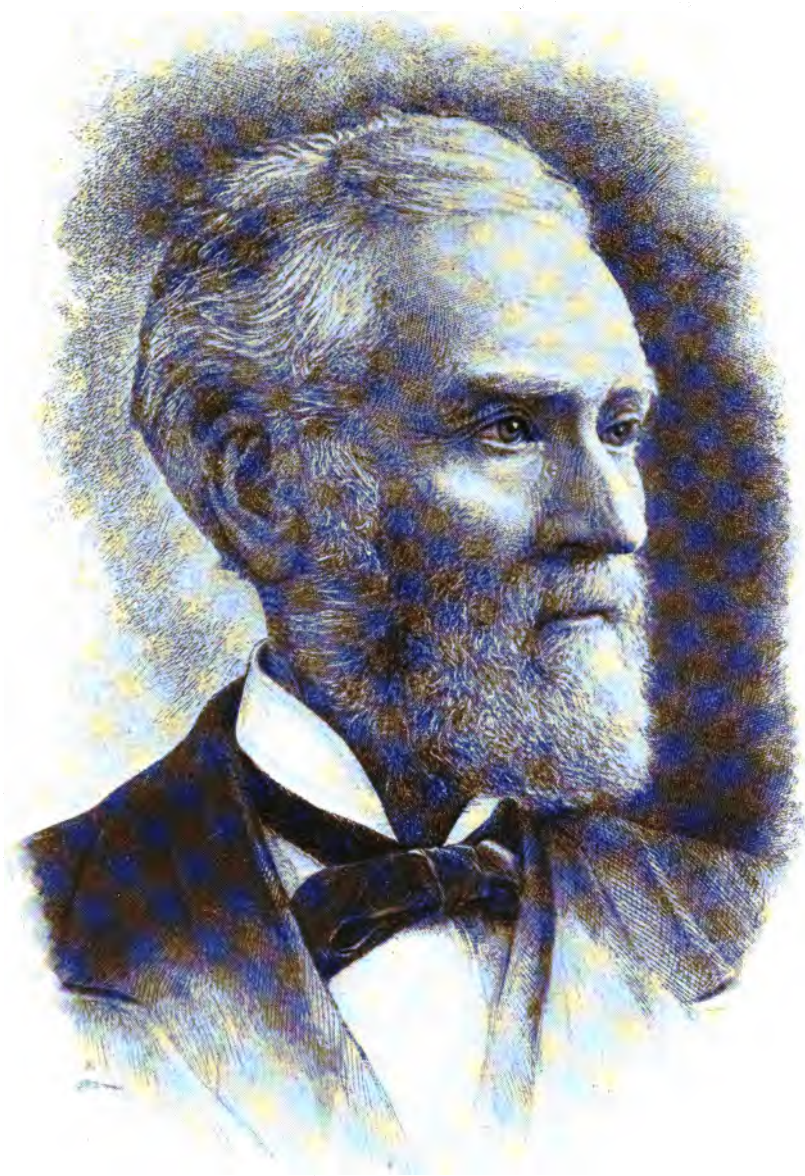
A 10x10 grid of dots forming the number 6020. The number is composed of black dots on a white background. The '6' is on the left, followed by a '0', then a '2', and finally a '0' on the right.





A 10x10 grid of dots forming the letters 'S' and 'E'. The 'S' is on the left and the 'E' is on the right.

18  
 74  
 1874  
 1874



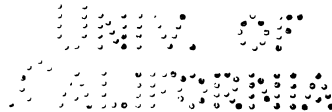
I want the Tribune to continue to be after I am gone  
 as it has been under my direction. an advocate  
 of political and moral progress, and in all things  
 to follow the line of Common Sense. I deem the Tribune  
 as a party organ, never to be the supporter of that party  
 which sought to destroy the American Union or that ex-  
 al to the State above the nation.

Joseph Medill

*The Chicago Tribune*

# HISTORY OF *The* CHICAGO TRIBUNE

*Published* IN COMMEMORATION *of its*  
*Seventy-fifth Birthday • June tenth*  
*Nineteen Hundred and*  
*Twenty-two*



THE CHICAGO TRIBUNE  
*The World's Greatest Newspaper*

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Copyright 1922  
*The Tribune Company*

TO VIND  
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# Contents

	Page
History of The Chicago Tribune . . . . .	7
From Foundation to Fire (1847-1871) . . . . .	10
From The Fire to The Fair (1871-1893) . . . . .	36
From The Fair to The World War (1893-1914) . . . . .	49
The World War and After (1914-1922) . . . . .	80

## List of Illustrations

	Page		Page
Joseph Medill . . . . .	<i>Frontispiece</i>	Headlines on Swing Heresy Case . . . . .	46
Tribune Offices 1849 . . . . .	6	Tribune Buildings before and after Fire . . . . .	53
Tribune Plant at Night . . . . .	9	World's Columbian Exposition, "The Fair" . . . . .	54
Tribune ad of 1860 . . . . .	16	Headlines on Battle of Manila Bay . . . . .	55
Headlines on Fall of Fort Sumter . . . . .	18	Land Show—1912 . . . . .	59
Alfred Cowles, William Bross, Horace White . . . . .	19	Library in Tribune Plant . . . . .	59
John Locke Scripps, Charles H. Ray . . . . .	20	Tribune Building . . . . .	60
Headlines on Surrender of Lee . . . . .	22	Advertising Lineage Chart . . . . .	76
Headlines on Assassination of Lincoln . . . . .	24	Investors Guide . . . . .	78
Letter from Lincoln subscribing to The Tribune . . . . .	26	Headlines on Outbreak of World War . . . . .	79
Headlines on Burial of Lincoln . . . . .	27	Headlines of February 1, 1917 . . . . .	81
Courthouse before The Fire . . . . .	33	Headlines of February 4, 1917 . . . . .	82
Headlines on Chicago Fire . . . . .	34	Headlines of April 6, 1917 . . . . .	83
Horse Power for Presses in the Forties . . . . .	35	Letter From General Pershing . . . . .	86
Waterworks before The Fire . . . . .	36	European Edition of The Tribune . . . . .	90
Scenes during Chicago Fire . . . . .	37	Steamers built to carry Tribune pulp wood 94	
Chicago in 1865 and in 1870 . . . . .	38	Laying Cornerstone of Tribune Plant . . . . .	93
Headlines on Beecher-Tilton Case . . . . .	39	How European Edition is Quoted . . . . .	96
Headlines on New Testament Scoop . . . . .	41	Daily News, New York's Picture Newspaper . . . . .	102
Headlines on Assassination of Garfield . . . . .	42	War Bill Boards . . . . .	111
Corner of Madison and Dearborn Streets in 1860 . . . . .	43	Cross-Section View of Tribune Plant . . . . .	112
Two Compositors with Century of Tribune Service . . . . .	43	Airplane Views of Tribune Plant . . . . .	112
Robert W. Patterson . . . . .	44	Circulation Chart . . . . .	113
Headlines on Haymarket Riots . . . . .	45	Offer of \$100,000 Prize to Architects . . . . .	120
		"Government Statement" . . . . .	123
		Tribune House Organ . . . . .	128

THIS BOOKLET is a reprint of some sections of a 304 page book entitled "The W. G. N.," which describes in detail all processes connected with the production of The Chicago Tribune—reportorial, editorial, advertising, mechanical, etc. "The W. G. N." is sold by leading book stores or will be sent post paid on receipt of \$2.00 by the Business Survey, 1711 Tribune Building, Chicago.

1849



# History of The Chicago Tribune

**T**HE CHICAGO TRIBUNE made its appearance on June 10, 1847. The office was a single room in a building at Lake and La Salle streets, southwest corner. The first edition, four hundred copies, was pulled on a Washington hand press, worked by one of the editors.

“ . . . but with every stroke of the lever was annealing the substructure upon which was erected the power and influence that has not alone decided the fate of this city, but of the nation. From The Tribune, that had such an humble origin, have been uttered dicta that have controlled the destinies of parties and individuals of prominence in the country, and infused the people with that patriotism which bore such glorious results in the internecine contests.”

So speaks an historian of some thirty-five years ago, when the Civil War was still a part of the lives of the men of that time, and the most important national issue the United States had known. It is a little difficult for the reader today to visualize the men and events of the past century; we are accustomed to regard the newspaper as a business institution, short lived as are the great businesses of our day in point of their past. We are accustomed to think of big newspapers, and The Tribune, as current as the linotype, the giant presses, and the mechanical wonders that make them possible. It is our habit to identify them as things of *Today*; almost never do we regard them as a part of history. Consider this item: that some six decades ago, The Tribune was as much of a living voice as Lincoln! Today, Lincoln “belongs to the ages.” This morning, The Tribune appears less than twelve hours old. The story of The World’s Greatest Newspaper is in part the story of our country, interwoven with the lives of men and events that determined our present state. And it is a great, an inspiring story, that shows the sources of strength and greatness which this Greatest Newspaper derives from its historic past.

The Chicago Tribune was a creature of destiny, as much a product of the times it lived and the events it helped to shape, as was the Civil War. Essentially it is a part of Chicago, and the Middle West. From a tiny hamlet settled on a swamp has grown the fourth city of the world; an unsettled wilderness has become the most active, productive part of this nation. And The Tribune, whose growth and fortunes are indissolubly linked with these, shared their peaks and depressions, their progresses and retrogressions, their glories and their disasters.

You—addressing you as a mature man or woman now doing the day's work of the world—and your father, and grandfather, and great-grandfather, and The Tribune have gone through four major wars together—the Mexican, the Civil, the Spanish-American, and the World War; through nineteen presidential campaigns, eight of which may be said to have been big with the destiny of the people; through a fire that reduced the city to ruins—but not to ruin; through an international exposition that established a tradition of vastness and beauty which, in some of its aspects, the world in three decades has not surpassed; through strikes that disorganized the affairs of a nation, and through more violent social and racial disturbances that put panic into the public mind everywhere; through processes of upbuilding and tearing down and rebuilding that changed the face of nature over leagues of coastline and prairie and that have given to the most humbly placed man in the community comforts and opportunities, material and spiritual, that could not be enjoyed by the richest when great-grandfather and grandfather and The Tribune began working together for father and for us.

Persons who so long have worked together in matters so crucial—for the matters were naught less than the building of a world-city in a new world—ought to know each other pretty thoroughly. They do.

The beginning and the end of each third of The Tribune's three-quarter century synchronize roughly, but still aptly



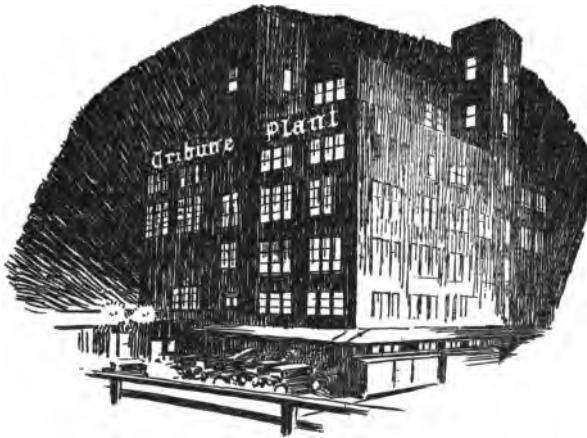
## TO FIRE, TO FAIR, TO WAR, TO TODAY

enough, with three distinct epochs in Chicago's development. The first quarter century began when, within a period of four years (1843-1847), the population of the city had risen from 6,000 to 16,000. That growth was considered phenomenal, though the years following '47 were to make it seem slow. This first epoch ended in 1871, with the great fire. It comprised twenty-four years. It was the epoch of great-grandfather and grandfather and the time of their hardest work.

From the fire to the fair was the second epoch. It comprised twenty-two years. It was the era flamboyant of Chicago—of bewildering growth, of great riches quickly acquired, of boisterousness, of vulgarity, and of vision. It was father's epoch.

And so is this one his—his and ours. Say that the opening of the world war put an everlasting landmark into it, it may be described as comprising twenty-one years by 1914.

Now, as The Tribune starts toward the century mark we are eight years along in the bewildering epoch which historians of the future may designate as "The Great War and After."



# From Foundation to Fire

1847-1871

**T**HE TRIBUNE was started at a time and in situations that were both strategic.

City after city was falling before Generals Scott and Taylor and the Mexican War, fraught, as fourteen years were to prove, with the peril of another war, was drawing to a close; Salt Lake City was being founded by the Mormons; King William IV. of Prussia, that kindly, ineffectual cry baby, convoked a parliament at Berlin; the Roman Catholic hierarchy was established in England; that magnificent vocality, Daniel O'Connell, came to a rather pusillanimous end in Genoa; Queen Victoria had been ten years on the throne; Sir John Franklin perished in the region of eternal ice, and "Jane Eyre," the authorship of which was the current mystery of the English-speaking world, was published. And the rumblings of '48 were worrying Europe.

The population of Chicago was then 16,000. Our country comprised twenty-nine states, with a population of less than 20,000,000. James K. Polk was President of the United States—our last Democrat president of southern birth for sixty-four years, a fact large with significance. Abraham Lincoln was 38 years old and Joseph Medill, still practicing in Coshocton, O., what law there was to practice and picking up in a flirtatious sort of way the rudiments of the printer's trade and the editor's craft, was 24. The opening of his Chicago career was eight years distant.

Capital was centered in the East. Boston and New York controlled the trade of the nation. The westward trend was a slow seepage that spent itself in the prairies, lacking the great impetus that the discovery of gold was to give in '49. Illinois' first railroad had just been planned in '46, and the project was meeting with the greatest discouragement. The stagecoach companies, vast monopolies

## GALENA AND ST. LOUIS OUR RIVALS

of travel and hostelry, interested in stores and horses were fighting it bitterly. So little did Chicago think of the railroad that the total subscriptions of Chicago merchants were only twenty thousand dollars. The farmers were opposed to the railroads, and wanted plank roads to haul their grain to town to market. The Illinois and Michigan canal, destined to link Chicago with Mississippi River trade, was still unfinished after eleven years of effort and discouraging work.

St. Louis was the commercial city of the central west, a promising metropolis born and thriving on Mississippi River trade. Galena was the Illinois commercial "big" city; it and Kaskaskia had been considered rivals of St. Louis, until Kaskaskia, with its ten thousand inhabitants, had been wiped out in the Spring floods of 1844. The destruction of Kaskaskia helped Galena and Cairo; Chicago was not thought of as a potential big city. The state government, even, gave its business to Galena and the East.

Picture, then, this frontier town in 1847. Built on marshland, two feet above the lake level, its streets were always muddy, and some nothing more than bogs.

Water was pumped through bored logs. Sewerage was limited, insanitary, and primitive; three planks fastened together to form triangular drain pipes, set six inches to a foot below the street surfaces. The first school building was only two years old. Trade was nearly all retail. There had been a terrific boom some years before, from 1833 to 1836, which sent Chicago real estate sky high, and flooded the town with a temporary prosperity. The panic of '37 left it in a terrible depression. Business men and merchants were forced to go back to the land to raise food to keep alive. So much selfishness and unfair dealing, both in business and politics, were in evidence during the boom years that people were suspicious of any public movements for a long time after. By '47, the effects of the panic had pretty well worn off, and Chicago was building again, more slowly and sanely, but giving little promise of being a wonder city.

## FIRST NEWSPAPER IN CHICAGO—1833

The two decades following were to be the most active and the most fearsome in our history, when sudden growth was faced with as sudden dissolution, when accomplishment and disaster ran side by side.

\* \* \*

Chicago had been a fertile field for newspapers, since the inception of its first, in 1833. But the exigencies of pioneer country, the constant change and not infrequent disaster were too much for the journals of the day. Previous to the appearance of The Chicago Daily Tribune, some seven daily and weekly newspapers had been started. Of these, two were contemporary.

Newspaper history began in Chicago with the advent of The Chicago Democrat, a weekly founded by John Calhoun in 1833, and later brought to a position of considerable influence by "Long John" Wentworth, a famous mayor of Chicago. The Democrat became a daily in 1840, and was issued in the morning. In 1846, the issue was changed to evening. "Long John" Wentworth kept it going until the time that tried men's souls in 1861. Then he sold out in a mood of war panic and the property was merged with The Tribune. Through The Democrat, therefore, The Tribune may trace its ancestry back to the first newspaper published in Chicago.

Subsequent to The Democrat came The Chicago American, a weekly in 1835, issued as a daily in 1839; and discontinued in 1842; The Chicago Express, a daily afternoon paper, began on October 24, 1842, and discontinued two years later; The Chicago Daily Journal, which grew out of the remnants of The Express, and with various changes in ownership, continues up to the present; The Chicago Republican, a weekly, started in December, 1842, and dropped after six months; The Chicago Daily News, also short lived, appeared from late in 1845 till January 6, 1846; The Chicago Commercial Advertiser began as a weekly on February 3, 1847, later appearing daily, tri-weekly, and weekly until its expiration in 1853. There were also a number of

ENTER THE TRIBUNE—JUNE 10, 1847

journals and magazines, devoted to various interests, but none of these survived for long.

\* \* \*

With this none too encouraging background, The Chicago Tribune was started. Joseph K. C. Forrest, James J. Kelly and John E. Wheeler were its originators.

As for The Tribune's personal appearance in 1847, the liveliest paper in town liked it. That was the Journal. Our sole surviving contemporary of those days looked us over on the morning of June 10, and in the afternoon printed its opinion, which was detailed, admonitory, and instinct with neighborliness. A few lines of its comment follow:

CHICAGO DAILY TRIBUNE—A large and well-printed sheet with the above title was laid on our table this morning.

Our neighbors have launched their bark upon the stormy sea of editorial life, proposing to observe a strict impartiality. We wish them every success in their enterprise and firmly trust they will shun the rocks upon which so many gallant vessels have been wrecked.

The mechanical execution of THE TRIBUNE is beautiful and reflects great credit upon the art.

The chronicle of the first few years, however, is little more than record of the changes of ownership—indicating that journalism of that day was a precarious profession and not the substantial business the newspaper is today. Our early owners were more our projectors than our founders. They did not stick to the ship or the shop. They had other irons in the fire.

Before The Tribune was a month old, James J. Kelly had withdrawn to devote himself to the more lucrative pursuit of leather merchant. His share was bought by Thomas A. Stewart, who assumed the editorship. Mr. Stewart was shortly thrust into the prominence incumbent upon his position. In an editorial, he suggested that the government vessel stationed at Chicago might make itself useful by helping two merchant vessels into the harbor. The Commandant, Captain Bigelow, resented the suggestion and straightway challenged the editor to a duel. Stewart published the challenge as an item of news. The

## MEDILL BUYS SHARE IN TRIBUNE—1855

duel was never fought. The doughty captain abdicated and thereafter helped belated vessels make the harbor.

In the same year, The Tribune bought the plant and equipment of The Gem of The Prairie, which it continued to issue weekly. In 1848, the second change in ownership occurred. Mr. Forrest retired, selling his third interest to John L. Scripps.

The following year was notable for two incidents. On May 22, 1849, a fire destroyed The Tribune office and publication was suspended for two days. On *December 6*, The Tribune installed telegraphic news service, the first paper in the west to get news by wire. This was a startling innovation. News from the east was commonly a month or two old before it reached Chicago papers. The presidential message, eagerly awaited every four years, was considered well dispatched if its text reached Chicago by mail or courier within a month after its publication at Washington. The determination to get the news first, for which The Tribune has always been noted, was manifest even in that early day.

On February 20, 1849, a weekly Tribune was also begun. The Gem of The Prairie was merged with this weekly edition in '52. In '51, a syndicate of Whig politicians purchased the share of Scripps, who founded another paper, The Democratic Press, in 1852, in company with William Bross.

General William Duane Wilson, representing the syndicate, was installed as editor. An evening issue of the paper was also begun, but was shortly discontinued. On June 18, 1855, Joseph Medill secured a third interest, and Dr. Charles H. Ray a fourth interest, the firm name becoming Wright, Medill & Co.

It was eight years after The Tribune was founded that Joseph Medill became a guiding force in it. He was then 32 years old. He remained a guiding force for forty-four years, but to the end he had young colleagues. When his grandsons took up their work as guiders of The Tribune

## MEDILL HAD FOUNDED AND SOLD CLEVELAND LEADER

they were not so old as he was when he came out of the Western Reserve to do his big work in the world. The point of the allusion is that this newspaper, like the city of its birth, has ever had the spirit of youth in it. It is today what it is because it has marched with the generations; because it has grown with a community whose growth is one of the phenomena of human annals. For seventy-five years it has been a going concern; for sixty-seven years its tradition has been definite and vital because the ideal that sustained the founder of its greatness has been the inspiration of those to whom the wheeling years brought his tasks.

Joseph Medill was a curious combination of austerity and aplomb. He was not showy, but he was sternly pervasive. He seems never to have cared for, nor to have won, popularity of a flamboyant kind. But he was universally trusted, for his sense of duty permitted him no evasions. He had a certain sangfroid and he was capable of making and executing large decisions. To them he adhered. His idol, if he had one, was humane common sense. That is why he loved Franklin and why he was loved by Lincoln. Beneath his formal exterior was a sense of humor. Reverting once to the years of the late forties when he was teaching school in Ohio, he told how he had had to whip one of the boys who had been a leader in driving from the district Medill's predecessor in the master's chair. "After that fight," he said, "all the boys were my friends"—a pause—"and," he added, with his sparse smile, "as for the girls, I married one of them."

He came to Chicago in 1855 from Cleveland, where he had successfully established the Leader, which still exists. His purpose was the purpose of thousands of energetic young Americans of those days—to "look over the new field." Here he met Dr. Charles H. Ray of Galena, who brought to him a letter of introduction from Horace Greeley, who urged Medill to join Ray in starting a newspaper in Chicago. They acted upon the plea by buying into The

# THE CHICAGO Press and Tribune

A DAILY, TRI-WEEKLY AND WEEKLY JOURNAL

DEVOTED TO

News, Commerce, Politics, Agriculture, Science and Literature.

EDITED AND PUBLISHED AT CHICAGO BY THE

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J. L. SCRIPPS, WILLIAM BROSS, C. H. RAY, J. MEDILL, A. COWLES.

Editors and Proprietors.

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" two copies, " - - - -	2.50 "
" four copies, " - - - -	5.00 "
" five copies, " - - - -	6.00 "
" ten copies, " - - - -	10.00 "
" twenty copies, (and 1 to getter up of club,) 20.00	"

THE CHICAGO PRESS & TRIBUNE is designed to be a full and fair exponent of the GREAT NORTH-WEST. To that end it keeps constantly in the field a large and efficient corps of assistant editors, reporters, and correspondents, who are engaged in procuring, systematizing and collating all manner of information respecting every locality embraced in the North-Western States and Territories. Articles of this description appear in every issue of our paper, and have already made for it a reputation in this respect second to no other paper in the whole country.

In price and size of sheet, amount and freshness of intelligence, variety and value of information, fullness and accuracy of Commercial matter, and in whatever else goes to make up a first-class Newspaper, we challenge comparison with any other journal East or West.

In Politics, the PRESS & TRIBUNE is on the side of FREE LABOR. As an exponent of the North-West, which has been made great through free labor, it could not successfully fulfil its mission, were it to remain neutral on so vital a question.

Parties abroad, who may desire to advertise in a paper having a general circulation throughout the North-West, will find the PRESS & TRIBUNE the best possible medium of communication.

Its circulation is larger than that of any other paper West of the seaboard cities

*In 1858 The Tribune absorbed The Chicago Democratic Press and for two years thereafter was known as The Press and Tribune. The above is a reproduction of one side of an advertisement sent out at that time. The other side asks for job printing. The job printing department was in charge of William H. Rand, superintendent, and Andrew J. McNally, assistant.*



## ADVANCE BEGINS UNDER NEW REGIME

Tribune. Medill had sold his interest in the Cleveland Leader to Edwin Cowles, but Edwin's brother, Alfred, came to Chicago with Medill. For a year he served the new firm of Ray & Medill as bookkeeper and then he, too, bought into the property. In 1858, The Tribune absorbed the Democratic Press, and that brought into the firm Deacon William Bross, a grand old Cromwellian of the early days of Chicago Presbyterianism, and John Locke Scripps, who stayed with us between two and three years, becoming in 1861 the Lincoln-appointed postmaster of Chicago. For two years the paper was known as The Press and Tribune, but then reverted to The Chicago Tribune. Dr. Ray sold out in 1863, and Mr. Medill became editor-in-chief.

Thus with Medill, Cowles, and Bross was founded the original "Tribune family," which, growing later to include Horace White, survives through direct descendants as a Tribune family to this day.

Among all these colleagues of his, Medill seems to have been the driver—the man who, though he was all journalist, was also practical printer. In a word, he was no empiric, though he was not afraid of experiments. To the last detail of newspaper making he knew what he wanted to do and how to do it. Through his initiative a steam press was installed and the first copper faced type ever used by an Illinois newspaper was bought. He had an abiding distaste for the "other irons in the fire," and that was, and is, good for this newspaper. "Alas," the great Hippolyte Taine once said, "there are writers who were born to write newspaper articles and who write only books." Joseph Medill was not that kind of a journalist. His product was not indifferent books but great journalism. He believed that to prepare, to inspire, and daily to assemble excellent newspaper articles was a grand work which demanded all of skill and fortitude that good minds and honest hearts possessed.

Thus The Tribune got its real start with a growing town and an honest man who was also a man of vision.

## HAD FAITH IN GREAT FUTURE FOR CHICAGO

Because he was visioned he believed in the town. He believed with the acute English publicist, Frederic Harrison, that "the manifest destiny of Chicago is to be the heart of the American Continent," but he said that forty-six years before the memorable night at the Union League club, where Frederic Harrison said it.

Medill bought into the nearly bankrupt Tribune on June 18, 1855. He took active hold on Saturday, July 21. The property made money in its first month under the new regime.

Chicago had leaped from a population of 16,000 in '47 to 80,000 in '55. It was a big year in the world. The Exposition Universelle was on in Paris; so was the Crimean war, and the Russians were getting out of Sebastopol; the Bessemer process was being patented; Thackeray's "The Newcomes" and Tennyson's "Maud" were published; Franklin Pierce was President of the United States, and The Tribune neither liked nor trusted him—thought him too slick and devious and used to call him "Frank Pierce."

We (The Tribune) then, as now, were ever admonitory, but not portentously so, for there was humor in us, and that saving infusion of common sense which Joseph Medill thought so important an attribute of a newspaper that he put some words about it in his last will and testament. We struck out at every abuse, whether it was cruelty to a black man or cruelty to a horse, and when we could we nailed it to the wall with names and dates attached. There was the case of "a Mrs. Wheeler." She tried to commit suicide on Monday night, June 29, 1857, by drowning herself in the

**BY TELEGRAPH.**  
**THE ATTACK ON SUMTER**  
**THE SURRENDER!**  
**THE BOMBARDMENT AND DEFENSE.**  
**EFFECT OF THE NEWS IN**  
**WASHINGTON.**  
**Abundant and Contradictory Rumors.**  
**PRESIDENT LINCOLN'S PRO-**  
**CLAMATION.**  
**Calls for the State Militia.**  
**ACTION OF THE STATES.**  
**THE PREVAILING HEATHEARTEDNESS.**  
**Thrilling War News.**  
**THE VERY LATEST.**

*From The Chicago Tribune,  
April 15, 1861*

OF THE STOCK OF THE TRIBUNE COMPANY, 52 PER CENT IS OWNED BY THE ESTATE OF JOSEPH MEDILL. PRACTICALLY ALL THE REMAINDER IS OWNED BY DESCENDANTS OF MEDILL'S THREE ASSOCIATES, PICTURED ON THIS PAGE.



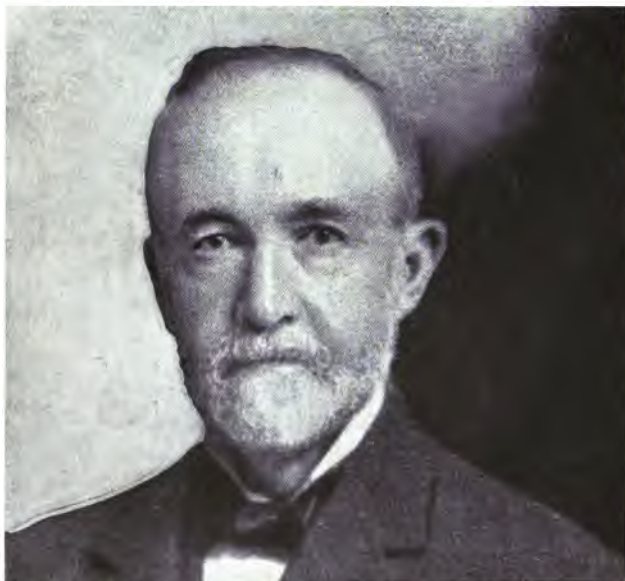
ALFRED COWLES

*SERVED as treasurer and business manager of The Tribune during the sixties, seventies, and eighties. His son is now a director of The Tribune Company.*



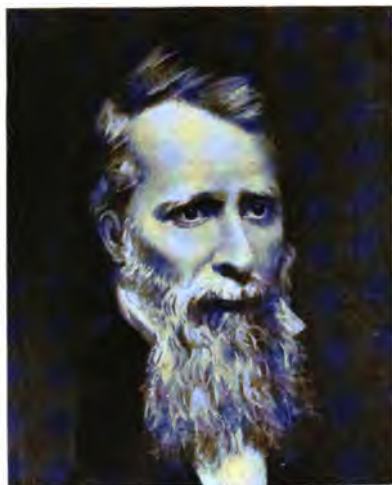
WILLIAM BROSS

*A staunch abolitionist, was lieutenant governor of Illinois from 1865 to 1869. His grandson, Henry D. Lloyd, is now a director of The Tribune Company.*



HORACE WHITE

*Was editor of The Tribune in the sixties and early seventies.*



JOHN LOCKE SCRIPPS

*was editor of The Tribune in the forties and fifties. He was appointed postmaster of Chicago by Lincoln in 1861. His cousin, James Edmund Scripps, who started his newspaper career on The Chicago Tribune in the fifties, later founded The Detroit News and assisted in initiating the "Scripps string of newspapers" which now numbers twenty-nine.*



DR. CHARLES H. RAY,

*who joined with Joseph Medill in the purchase of an interest in The Tribune in 1855.*

## LOCAL REPORTING OF THE FIFTIES

lake at the foot of Ohio street. On the Thursday following we printed this:

**ATTEMPTED SUICIDE**—We learn that on last Monday night a Mrs. Wheeler attempted to commit suicide by drowning herself in the lake at the foot of Ohio street. She was rescued by Robert Donnelly. The woman stated that she had been married about a month, and that her husband abused her so much she was induced to commit suicide. The husband told Donnelly he was “d——d sorry he did not let her drown.”

There was a sequel. It came eighteen days after the attempt, and we said:

**A BRUTE**—James Wheeler was yesterday fined \$5 for abusing his wife. Mrs. Wheeler is the woman who has twice attempted to commit suicide, once by throwing herself into the lake and again by taking laudanum. Both those attempts resulted from injuries inflicted upon her by her husband. A few months' experience in breaking stones in the bridewell would do this Wheeler a “power of good,” and he ought to have been sent there.

So lately as a few weeks ago in a lecture at Medill School of Journalism of Northwestern university, Dr. Charles M. Sheldon, author of “In His Steps,” said that was the way it should be. “Put your editorial protest against a wicked deed,” said he, “in with your record of it—not in a detached editorial six pages distant.”

The same day that we told James Wheeler what would do him “a power of good” we also had a word on the case of John Connor:

**SERVED HIM RIGHT**—A brutal fellow named John Connor was fined \$5 in the police court yesterday for abusing his horse. There is scarcely despicable [sic] or cowardly crime than the abuse of domestic animals, nor one which should meet with a more prompt punishment.

Thus we tried cases and imposed sentence in our news columns. 'Tis considered highly indecorous now to do so.

The outstanding community problems of six decades ago were identical with ours today. They were Crime Wave and High Cost.

On January 28, 1857, the crime situation seemed rather a cause for optimism than consternation, considering that we were a city of nearly 100,000 extremely lively and adventurous souls, for on that date we printed this:

**IN JAIL**—There are but twenty-two prisoners confined in the County Jail.

## CRISES FREQUENT THEN AS NOW

But two days later hope was dashed to pieces. The sacred hen-roosts had been invaded. We were bitter about it and recommended legislation:

**ROBBING HEN-ROOSTS**—During the present week a number of hen-roosts on West Madison street have been depopulated by thieves. We would suggest the propriety of adding a chapter to the new city Charter for the especial protection of everybody's hen-roosts.

Matters soon assumed the aspect of a crisis and we laconically "razzed" the police:

**WHERE DO THE POLICE BURROW?**—We learn from a reliable source that during the past week some one hundred robes have been stolen from sleighs left standing in the streets. Are the police asleep?

In less than six months the crisis burst right in the town's face, and The Tribune set up a lusty shout for Pinkerton—firm still flourishing. Things were coming to "a terrible pass" and this drove us to italics. The "burglarious depredations"—excitement did not constrict our vocabulary—included the use of chloroform, as now:

**WHAT SHALL BE DONE?**—Things are coming to a terrible pass in this city. Chicago seems to be delivered over into the keeping of thieves and house breakers. The police force, which our citizens are sustaining, at a cost of two thousand dollars per week, have proven to be utterly useless, to protect the dwellings of the people from burglarious depredations. They are good for nothing outside of the open view, rough work, of picking up drunkards, suppressing dog-gery brawls, and carrying away articles found on the sidewalk at night, while the thieves are operating upon the domiciles of our citizens.

Now, what shall be done? No man's house is safe. Every night a large number of dwellings are entered by burglars and robbed. Sometimes the inmates are shot, other times drugged or chloroformed in their beds, and others again are forced into silence by revolvers pointed at their heads, while their clothing and drawers are rifled of their contents before their eyes. . . . We verily believe that, if Bradley and Pinkerton were employed as "detectives," that within a week afterwards burglaries would cease and pocket-picking become infrequent.

In short, Managing Editor Medill, coming from sedate

### NEWS BY TELEGRAPH.

#### THE END.

#### THE OLD FLAG VINDICATED.

#### LEE AND HIS WHOLE ARMY SURRENDERED YESTERDAY.

The Official Correspondence between Gen. Grant and Lee.

The Officers and Men to be Paroled and Go Home Until Exchanged.

All Arms, Artillery and Munitions of War Delivered to Gen. Grant.

Officers to Retain Side Arms, Horses and Baggage.

Selma, Ala., Reported Burned by Union Cavalry.

Later from Mobile—The City being Gradually Invested.

Interesting from Richmond—The Contents of Fremont's Letter-Book.

OFFICIAL BULLETIN.  
Was Discontinued.  
Washington, April 9.

From The Chicago Tribune  
April 10, 1865

## COST OF LIVING A VITAL ISSUE

Cleveland, found that he had cast his lot with a lively town, and he was ever for keeping the peace in it—even at the cost of a fight.

High cost it seems not only followed but preceded the civil war. Trusty old Pro Bono Publico, whose grandchild is Voice of the People, came forward emphatically during Buchanan's administration with his protests, and The Tribune sustained them.

Pro Bono said:

**THE COST OF MARKETS AND HOW TO SECURE CHEAPER PRICES**—It costs more to live in Chicago than in any other western city. Rents are frightful, and growing more terrible each year. Marketing keeps pace with the rents and is outstripping them. It is not the wholesale prices nor the sum paid to the producer that is increasing, but rather the retail—the huckster's price. We have seen barrels and boxes of poultry held for bigger prices until decomposition destroyed them.

There is only one effectual remedy for the present state of things and that is to establish protection unions, or people's grocery stores, one in each division of the city, where good fresh marketing of all kinds shall be sold at cost. A million dollars a year could be saved to Chicago people if this plan was fully carried out. **PRO BONO PUBLICO.**

And we said there was something to do besides "sitting down and trading corner lots with each other." The Medill recipe of "following the line of common sense in all things" was being vigorously applied to the mind of a somewhat flighty community.

This was in a semi-news, semi-editorial article:

**CHEAP LIVING AND INDUSTRIAL PROSPERITY**—If Chicago ever attains the greatness for which we all look so confidently, it will be because her manufacturing, as well as commercial advantages, are properly developed. Some men talk as if we had only to sit down and trade corner lots with each other to grow immensely rich, like the two boys who swapped jackets all day, each making money at every trade. Others are sanguine enough to believe that commerce alone will expand the limits of our goodly city till she fills the ample dimensions staked out for her by the land dealers.

[But manufactories were not developing rapidly enough. Therefore]:

These retarding causes are mainly high rents, and famine prices in provisions; and if these continue there is little prospect that two dollars a day will tempt skillful artisans to Chicago, where one dollar a day has to go for rent of a decent shelter for himself and family, and only the strictest economy enables him to procure the other necessities of life with what remains. . . . The cost of living must come down, or Chicago

## GOSSIPY DAYS BEFORE THE CIVIL WAR

can never become the great manufacturing place for which it is, in every other respect, so admirably adapted. Rents will come down when capital enough is invested in building to supply the demand. . . . When we speculate less and produce more; when the industrial arts vie with the commerce. . . . Then may we indeed talk largely of the future of Chicago.

The two decades from our birth year to the period of the six years after the civil war and before the fire were neighborly days in the town and in our office. There was intense solicitude for the city and deep pride in the achievements and honors of its citizens. One morning in kindly old times we led our news columns with this:

**DOCTOR OF DIVINITY**—Hamilton college, New York, has conferred the degree of doctor of divinity upon Rev. R. W. Patterson, Pastor of the Second Presbyterian Church in this city.

That clergyman was the father of the R. W. Patterson who years afterwards was to become the paper's editor-in-chief.

When, as he put it, "items were dull," young Editor Medill, fresh from the less hectic Cleveland, did not worry. He simply said:

**CORRESPONDENTS**—We surrender pretty much all our local space to correspondents. Items were "dull" yesterday, with a downward tendency, and we fill up with communications as a substitute.

In fact, in those days, before the civil war put a premium on promptitude in news presentation, The Tribune, like all its local contemporaries, serenely scissored and pasted from the New York papers, and was very grateful when McNally, the newsdealer, or his rival Burke, got the latest New York papers to it early in the evening so that there was plenty of time to chop them up for next morning's issue. It was wonderful time when McNally or Burke,

### POSTSCRIPT.

A POLLOCK & N.

### TERRIBLE NEWS

**President Lincoln Assassinated at Ford's Theater.**

**A REBEL DESPERADO SHOTS HIM THROUGH THE HEAD AND ESCAPED.**

**Secretary Seward and Major Fred Seward Slain by Another Desperado.**

**THEIR WOUNDS ARE PRO-  
NOUNCED NOT FATAL.**

**Full Details of the Ter-  
rible Affair.**

**UNDOUBTED PLAN TO  
MURDER SECRETARY  
STANTON.**

**Very Latest—The President is  
Dying.**

(Special Dispatch to the Chicago Tribune.)  
Whomsoever, April 14, 1865.

*From The Chicago  
Tribune, April 15, 1865*



## MEDILL, RAY AND BROSS FIGHT SLAVERY

here, delivered the papers at The Tribune office forty hours after they had left the presses in New York. Today it is done in half the time, but we thought McNally and Burke were wonders, and we used to fire their souls with ambition by putting their records into the paper. For example, this appeared on a Thursday:

McNALLY had the New York papers of Tuesday at 6 o'clock last evening. He also has the *Ladies' Journal* for July.

And this on a Wednesday:

QUICK TIME—McNally and Burke tread close upon each other's heels. Mc brought us Monday's New York papers last evening about 5 o'clock and Burke followed in, three minutes thereafter, with his arms full of the same. Go it, 63 Clark street!

And this on the next day:

BURKE AHEAD—At 5 o'clock precisely Burke left on our table the New York papers of Tuesday, and in a few minutes thereafter we had the same favor from McNally. Go it, Mc!

\* \* \*

As the war drew nearer the tone of the paper changes. The quaintness that was almost rusticity begins to disappear. Questions that were to tear the republic asunder were becoming very pressing and the editors and your grandfathers had more important things to think about than current facetiae or the local case of drunk and disorderly. In these years we see passing of The Tribune as town gossip and local mentor. It is becoming the public intelligencer and a voice of the nation. Medill had equipped himself to act a great part in the supreme crisis. In Cleveland, in 1853 and 1854, he had done history making pioneer work in organizing the forces which were to constitute the Republican party, and to that party he had given its name. In the columns of The Tribune the fight which he and Dr. Ray and William Bross waged against slavery was early, constant, and pitiless. They defined the issue in long editorials and they fired the soul of the North with brief burning paragraphs, of which this is a specimen:

MORE OF THE BEAUTIES—About two weeks ago a Negro belonging to Logan Harper in Carthage, Miss., arose in the night and killed his wife, by chopping off her head, after which he hung himself to a tree near the house. The reason for this horrible deed was that

LINCOLN SUBSCRIBES FOR TRIBUNE

Springfield June 15. 1859  
Press & Tribune Co

Gentlemen

Herewith is a little draft  
to pay for your Daily another year from  
today - I suppose I shall take the  
Press & Tribune so long as it, and  
both live, unless I become unable to  
pay for it - In its devotion to our cause  
always, and to me personally last year  
I owe it a debt of gratitude, which I  
fear I shall never be able to pay

Yours very truly  
A. Lincoln

LINCOLN'S first subscription to The Tribune was paid in cash to Joseph Medill. Shortly after the latter had injected his personality into the paper, Lincoln walked into the office, said that he had not liked The Tribune in the past because it smacked of "Knownothingism," but he had noticed a decided change for the better recently. Therefore, he had decided to quit borrowing it and to subscribe for a copy of his own. The above letter reads:

PRESS & TRIBUNE CO.

Springfield, June 15, 1859

Gentlemen: Herewith is a little draft to pay for your Daily another year from today. I suppose I shall take the Press & Tribune so long as it, and I both live, unless I become unable to pay for it. In its devotion to our cause always, and to me personally, last year, I owe it a debt of gratitude, which I fear I shall never be able to pay.

Yours very truly,

A. Lincoln.

## TRIBUNE PRINTS LINCOLN'S SPEECHES IN FULL

his wife, a beautiful quadroon, was obliged to submit to the sensual caprices of her master.

This is another of the beauties of the Southern Democratic Amalgamation party.

In this fight no quarter was given or asked. The language was bitter, the blows terrible. President Buchanan got a taste of both:

**THE CURTAIN LIFTED**—The President's message was delivered yesterday. . . . Mr. Buchanan boldly espouses the cause of fire eaters of Carolina and the highwaymen of Kansas. He flings the gauntlet

in the face of the North, spits upon the land that bore him and upon seventy years of his own life, takes his party in the Free States by the throat and leaps with it into the ditch. Poor old man! that you should bring your gray hairs so low! Lies so portentous that they darken civilization, smite the humanity and blaspheme the Christianity of all ages! At least you might have spared the place of Washington this last humiliation. . . . Millions of freemen inspired by the common truth and stung by the general degradation shall rise to stay this giant and overmastering wrong.

But simultaneously with the tearing away of the props of slavery, which many cautious men still considered props of union, went constructive work, and Abraham Lincoln was The Tribune's choice as the man to carry the work into the nation's councils. Steadily, on a big scale, and shrewdly The Tribune built up a body of opinion which in three years was to effect the nomination of Lincoln for the presidency. Here is a specimen of that valiant and candid propaganda, and it should be added that we were the first to print Lincoln's speeches in full:

**NEWS BY TELEGRAPH**  
**THE LAST OF EARTH.**  
 Closing Obsequies to the Honored Dead.  
**ABRAHAM LINCOLN IN HIS TOMB.**  
 Little Willie, Sleeps with His Father.  
**A BEFITTING AND MOURNFUL CEREMONY.**  
 The Eulogy of Bishop Simpson.  
 The Election of two U. S. Senators from Tennessee.  
 Jeff Davis and Leading Rebels to be Indicted with the Associates.  
 EIGHT MARYLAND ABETTERS OF THE ASSASSIN ARRESTED.  
 Jeff Thompson Surrendered.  
 REDUCTION OF THE ARMY AND NAVY.  
 GOV. Aiken Not Arrested.  
 VIRGINI SPRINGFIELD.  
 First Performance of the Dramatic Circumstances of the War.  
 (Special Message to the Chicago Tribune.)  
 Birmingham, May 4, 1865.

*From The Chicago Tribune  
 May 5th, 1865*

**MR. LINCOLN'S SPEECH**—Elsewhere in today's paper, we publish entire the speech made by Hon. A. Lincoln at Springfield, in answer to the late effort of Senator Douglas. Our readers will give it the attentive perusal demanded by the importance of the subjects of which it treats, and the great reputation of the speaker. They will find it a calm, lucid, and convincing refutation of the assumed facts and the false logic contained in the senator's harangue. In it Mr. Lincoln has evidently spent more labor to be plain and clear than to

## PROPOSE LINCOLN FOR PRESIDENCY

be ornate and oratorical. That he has succeeded, we are sure our readers will admit.

We cannot neglect the opportunity to thank him for his vindication of the language and intent of the Declaration of Independence, now so frequently assailed by the politicians of the Pro-Slavery party. The part of the speech devoted to that vindication is in Mr. Lincoln's happiest vein; and if we knew him only by that we could not fail to declare that he is a clear headed, sound hearted, and eminently just man.

The Republican party, organized in February, '56, thus found its leader. At the state convention, May, '56, Lincoln made the "lost speech" that made him a national figure. Joseph Medill, present at the convention as a delegate, and also representing his paper, said:

"I took down a few paragraphs of Lincoln's speech for the first ten minutes, but I became so absorbed in his magnificent oratory that I forgot myself and ceased to take notes, but joined in the clapping and cheering and stamping to the end. I was not scooped, however, for all the newspaper men present had been equally carried away by the excitement and had made no report."

Illinois elected a Republican governor. Lincoln was spoken of as Douglas' successor in the Senate. The year '57 brought the panic and the whole country lay prostrate under intolerable economic conditions that were not to be changed until the political atmosphere cleared. In '58 came the famous Lincoln-Douglas debate that left Douglas broken and spoiled of power. The editors of Illinois met in the office of The Chicago Tribune and decided on the railsplitter as a candidate for the Presidency.

On February 16, 1860, we came out with the celebrated two-thirds of a column editorial leader placing Lincoln before the people for the nomination.

In the great cause of the nomination Mr. Medill was active inside the office and out. Ten days after the nominating editorial found him behind the scenes in Washington and to The Tribune he sent back this report:

### READ, REPUBLICANS, READ!

Our Mr. Medill, who is in Washington, as the correspondent of The Press and Tribune, writes in a private note as follows:

"Washington, Feb. 26, 1860.

"From the reports sent here by the Douglas men, some of our folks begin to fear that through disaffection among the Republicans

## TRIBUNE WORD PICTURE OF LINCOLN

the bogus Democrats will carry Chicago. The idea gives them cold chills. Senator Wilson says that the loss of Chicago at this crisis will endanger Connecticut, and do much to insure the nomination of Douglas at Charleston. At least thirty members of congress from other states have spoken to me about it. They say that for the cause and the great campaign the city must be saved.

"Wade, senator from Ohio, told me that the loss of Chicago would be the worst blow that the Republican party could now receive. He says he is ready to go there and stump every ward to save it. This is the general feeling. A national convention is soon coming off, and great things are expected of Chicago. She is the pet Republican city of the Union—the point from which radiate opinions which more or less influence six states. The city must be saved."

We ask our friends who are hanging back to put that letter in their pipes and smoke it. In the face of such direct and explicit testimony as to the vital importance of the contest, no man need hesitate what to do. Boys, up and at 'em.

"The boys" did "up and at 'em," for in three months came Lincoln's triumphant nomination, and with it a Tribune "close-up" of the candidate which for justness and vividness is not excelled by many a Lincoln study of far later and calmer times and far greater pretensions. Phrases from it are reprinted here:

Stands six feet and four inches in his stockings.

In walking his gait, though firm, is never brisk. He steps slowly and deliberately, almost always with his head inclined forward and his hands clasped behind his back.

In dress by no means precise. Always clean, he is never fashionable; he is careless, but not slovenly.

In manner remarkably cordial, and, at the same time, simple. His politeness always sincere but never elaborate and oppressive. A warm shake of the hand and a warmer smile of recognition are his methods of greeting his friends.

Head sits well on his shoulders, but beyond that it defies description. It nearer resembles that of Clay than that of Webster, but is unlike either.

In his personal habits simple as a child. Loves a good dinner and eats with the appetite which goes with a great brain, but his food is plain and nutritious. Never drinks intoxicating liquors of any sort, not even a glass of wine. Not addicted to tobacco in any of its shapes. Never was accused of a licentious act in all his life. Never uses profane language.

A friend says that once, when in a towering rage in consequence of the efforts of certain parties to perpetrate a fraud on the state, he was heard to say, "They shan't do it, d——n 'em," but beyond an expression of this kind his bitterest feelings never carried.

Never gambles. Particularly cautious about incurring pecuniary obligations. We presume he owes no man a dollar. Never speculates. A regular attendant upon religious worship, and, though not a com-

## WAR CREATES DEMAND FOR NEWS

municant, is a pew holder and liberal supporter of the Presbyterian church in Springfield to which Mrs. Lincoln belongs.

A scrupulous teller of the truth—too exact in his notions to suit the atmosphere of Washington as it now is.

If Mr. Lincoln is elected president . . . he will not be able to make as polite a bow as Frank Pierce.

\* \* \*

The war burst. Sumter fell. On April 15, 1861, The Tribune printed its call to battle. It was a hundred per cent appeal—nay, command, and to this day it makes the pulse beat high:

### EVERY MAN'S DUTY—READ!

Lenity and forbearance have only nursed the Viper into life—the *war has begun*. It may not be the present duty of each one of us to enlist and march to the sound of a bugle and drum, but there is a duty, not less important, which is in the power of every man and woman in Chicago, and in the North, to perform—it is to be loyal in heart and word to the cause of the United States. From this hour let no Northern man or woman tolerate in his or her presence the utterance of one word of treason. Let expressed rebuke and contempt rest on every man weak enough to be anywhere else in this crisis than on the side of the country against treason—of Lincoln and Scott against Davis and Twiggs—of God against Baal. We say to the Tories and lick-spittles in this community, a patient and reluctant, but at last an outraged and maddened, people will no longer endure your hissing. You must keep your venom sealed or *go down!* There is a republic! The gates of Janus are open; the storm is on us. Let the cry be, **THE SWORD OF THE LORD AND OF GIDEON!**

\* \* \*

The Tribune's course throughout the civil war may be said to have made it a great property, both in a material and a moral sense. It was energetic in the covering of events and it was passionately loyal. But even in the heat of conflict it could be decent. In the course of an appeal for comforts for the sick rebel prisoners herded in Camp Douglas, The Tribune said:

These men will be our countrymen again. The memory of this conflict will be effaced.

As hundreds of thousands of men went to war, the home folks experienced a new deep craving for news from beyond the horizon—news complete, authentic, recent—such as only metropolitan papers could supply. By striving wholeheartedly to satisfy this craving The Tribune

## WAR CORRESPONDENTS SCORE SCOOPS

won a place in the hearts of the great foundation stock of the Middle West which has never been shaken.

Telegraph news suddenly became of the utmost importance. The Tribune had its correspondents all over the field of action, and gave the best possible news service. George P. Upton, then for many years after on The Tribune staff, scooped the other papers in the country by his story of the capture of Island No. 10, and later scored other scoops. In 1864, The Tribune exposed a plot to free the Confederate prisoners in Camp Douglas and prevented its accomplishment.

At all times, The Tribune advocated aggressive prosecution of the war, and never wavered in the often question-

### **NEWS BY TELEGRAPH**

**FULL DETAILS OF THE GREAT CRIME.**

**Secretary Seward still Lives.**

**PRECARIOUS CONDITION OF FREDERICK SEWARD.**

**The Order for the Assembling of the Virginia Legislature Rescinded.**

**RIOT IN SAN FRANCISCO**

**BOOTH AND HIS ACCOMPLICES.**

**Booth's Mistress Attempts to Commit Suicide.**

**Arrest of some of the Supposed Assassins.**

**Inauguration of the New President—Andrew Johnson takes the oath of office—His Remarks in full.**

**WAR DEPARTMENT.**

*From The Chicago Tribune  
April 17, 1865*

able assumption that the Union would triumph. It took the lead in many important reforms. When Fremont's abilities were doubted, The Tribune sent Joseph Medill to ascertain the facts. Likewise, when General Grant was charged with drunkenness and incompetence, Mr. Medill went to the front to investigate. It was also due to his efforts that the governors of Wisconsin and Minnesota called special sessions to grant soldiers in the field a vote in the second Lincoln election.

The Tribune became the headquarters of Union men. Nightly bulletins were posted for large and enthusiastic crowds. Dr. Ray or Mr. Bross spoke when word of important victories came. Dr. Ray was the hail-fellow-well-met of our family, and on the night when the news of the fall of Fort Donelson was received in Chicago he read the dispatch to an immense throng and then said, "Friends, 'Deacon' Bross authorized me to

## CIRCULATION OF 40,000 ATTAINED

say that any man who goes to bed sober tonight is a traitor to the government." The deacon's consternation, considering his Cromwellian standards, may be imagined.

The Tribune of that day, as now, had its enemies. Federal troops had to be called to guard the building in June, '63, when the copperheads threatened to destroy the paper. In any event, then as now, it was characteristic of the paper that it never did anything half-heartedly. It backed a project to the utmost, or fought it to a finish.

The war years brought prestige and prosperity to The Tribune. Its circulation increased from 18,000 to 40,000, and the publishers made money despite the generally adverse business conditions. In 1861, The Tribune was incorporated by a charter issued by the Illinois legislature.

\* \* \*

In '65, John Locke Scripps, who had been serving as postmaster since '61, sold his interest to Horace White, who assumed the editorship. White was editor-in-chief of The Tribune from 1866 until 1874, during part of which period Mr. Medill gave much of his time to the proceedings of the Illinois constitutional convention of 1869 and to his duties as mayor of Chicago immediately after the great fire. William Bross was also out of active touch with The Tribune, serving as lieutenant-governor of Illinois from 1865 to 1869.

During his activities as editor-in-chief Mr. White gave The Tribune a free trade tendency, which did not make Mr. Medill happy, although he was no high protectionist. In any case, in 1874, after a tour of Europe, he took full charge of the paper. Mr. White later performed distinguished service as editor of the New York Evening Post.

Another notable event of 1865 was the establishment of a Western Associated Press, a forerunner of the "A. P." of today. Mr. Medill called a meeting of Western editors, held in Louisville, to effect this association.

It was in '69, that The Tribune moved from 51 Clark Street, where it had been published for many years. A new



## BURNED OUT BUT UNBEATEN

building, four stories high, of Joliet marble, had been built on the site of the present Tribune building at Dearborn and Madison Streets. The building was valued at \$225,000, and was highly thought of as an architectural accomplishment in its day. The paper was published here until the great fire of October 8 and 9, 1871.

\* \* \*

Because of its rapid growth, building in Chicago had been haphazard and careless. The Tribune, in an editorial,



*The Courthouse*

September 10, 1871, called attention to walls "a hundred feet high and but a single brick in thickness." . .

"There are miles of such fire traps . . looking substantial, but all sham and shingles."

The fire virtually cleaned out the city. The Tribune building, spared once, was caught in the conflagration and an issue put to press the second night, Monday, October

9, while fire surrounded the building and McVicker's Theater next door began to burn.

A few hours later another office was opened at 15 Canal Street. Editors, reporters, and pressmen gathered here and went to work on the story of the fire. On Wednesday, October 11, a half sheet paper was issued with a five column story of the fire and the following famous "Cheer Up" editorial:

### CHEER UP

In the midst of a calamity without parallel in the world's history, looking upon the ashes of thirty years' accumulation, the people of this once beautiful city have resolved that

### CHICAGO SHALL RISE AGAIN

With woe on every hand, with death in many strange places, with two or three hundred millions of our hard-earned property swept away

## FROM FIRST ISSUE AFTER THE FIRE

in a few hours, the hearts of our men and women are still brave, and they look into the future with undaunted hearts. As there has never been such a calamity, so has there never been such cheerful fortitude in the face of desolation and ruin.

### FIRE!

#### Destruction of Chicago!

2,000 Acres of Buildings Destroyed.

Eighty Thousand People Saved Out.

All the Hotels, Banks, Public Buildings, Newspaper Offices and Great Business Blocks Saved.

Over a Hundred Dead Bodies Recovered from the Debris.

Tens of Thousands of Chicago Men, Women, and Children Saved.

Eighteen Thousand Buildings Destroyed.

Inconceivable and Extraordinary Shot and Hanged by Citizens.

Persecution by Fire, Robbery, and Cruelty by Police and Mob.

Relief Arriving from Other Cities Hourly.

Organization of a Local Relief Committee.

Save of Thousands of Poor People Starving, Maimed Men, Women, and Children.

The City Without Light or Water.

Quail's and Brady's Great Rooms, Hoffman's and the Southern Theatre, Ward's Museum, and all the Art Galleries in Ashes.

*From The Chicago Tribune, Oct. 11, 1871*

Thanks to the blessed charity of the good people of the United States, we shall not suffer from hunger or nakedness in this trying time. Hundreds of train-loads of provisions are coming forward to us with all speed from every quarter, from Maine to Omaha. Some have already arrived—more will reach us before these words are printed. Three-fourths of our inhabited area is still saved. The water supply will be speedily renewed. Steam fire engines from a dozen neighboring cities have already arrived, and more are on their way. It seems impossible that any further progress should be made by the flames, or that any new fire should break out that would not be instantly extinguished.

Already contracts have been made for rebuilding some of the burned blocks, and the clearing away of the debris will begin today, if the heat is so far subdued that the charred material can be handled. Field, Leiter & Co. and John V. Farwell & Co. will recommence business today. The money and securities in all the banks are safe. The railroads are working with all their energies to bring us out of our affliction. The three hundred millions of capital invested in these roads is bound to see us through. They have been built with special reference to a great commercial mart of this place, and they cannot fail to sustain us.

#### CHICAGO MUST RISE AGAIN.

We do not belittle the calamity that has befallen us. The world has probably never seen the like of it—certainly not since Moscow burned. But the forces of nature, no less than the forces of reason, require that the exchanges of a great region should be conducted here. Ten, twenty years may be required to reconstruct our fair city, but the capital to rebuild it fireproof will be forthcoming. The losses we have suffered must be borne; but the place, the time, and the men are here, to commence at the bottom and work up again; not at the bottom, neither, for we have credit in every land, and the experience of one upbuilding of Chicago to help us. Let us all cheer up, save what is yet left, and we shall come out right. The Christian world is coming to

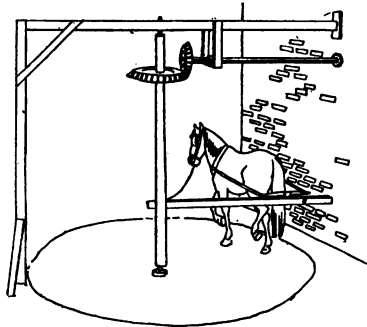
our relief. The worst is already over. In a few days more all the dangers will be past, and we can resume the battle of life with Christian faith and Western grit. Let us all cheer up!

The extent of the disaster was terrific. Nobody was

## IN NEW BUILDING ONE YEAR AFTER FIRE

spared. But the spirit of the men of the time did not falter, nor shrink from the truly vast burden of reconstruction. The case of The Tribune was typical. To get paper for the first post-fire issue, the business manager had to borrow sixty-four dollars from personal friends to pay for it. Forty-eight hours before, The Tribune's credit would have been good for more than a hundred thousand dollars.

The next day, October 12, the paper came out with a full sheet. Revenue began to come in from advertisements inserted by sufferers who were seeking lost families and friends. A little later, work was begun on a new building on the site of the old. On the night of October 9, 1872, just one year later, The Tribune was published from its old location, but in a new building. Thus swiftly is the first epoch in the history of the community and The Tribune put behind and the second begins.



*How power for the presses was  
secured in the Forties*

# From the Fire to the Fair

1871-1893

**F**OLLOWING the Great Fire are twenty years of rather prosaic history for The Tribune—and for Chicago. The effects of the Civil War, as well as of The Fire, were still a depressing influence. It was a period of rebuilding, readjustment and swift, uncouth growth as corn and wheat spread in tidal waves over the prairies which had known but buffalo grass for centuries.

To scan for decade after decade the yellow pages of newspaper files is a stimulating experience, one that proves the reverse of many things that men are wont to take so completely for granted that they make them the basis of endless shibboleths and catch phrases. The principal of them rings the changes on “the degeneracy of the press.”

The community and newspaper story put together from the files of The Tribune and certain of its contemporaries

is a seventy-five year study in and vindication of optimism. It shows that the type of newspaper now considered reckless and sensational was, at a time still well within the memory of men now living, not only reckless and sensational but villainous and vindictive to the point of outraging decency. The type of newspaper now supposed to be

identified with “the interests” and to be sustained by them was then susceptible to the blandishments of a free supper at the new hotel. The type of newspaper now described as conservative was then reactionary to the point of pitilessness.



*The Waterworks*



*As the Fire approached the Marine hospital near the mouth of the river.*

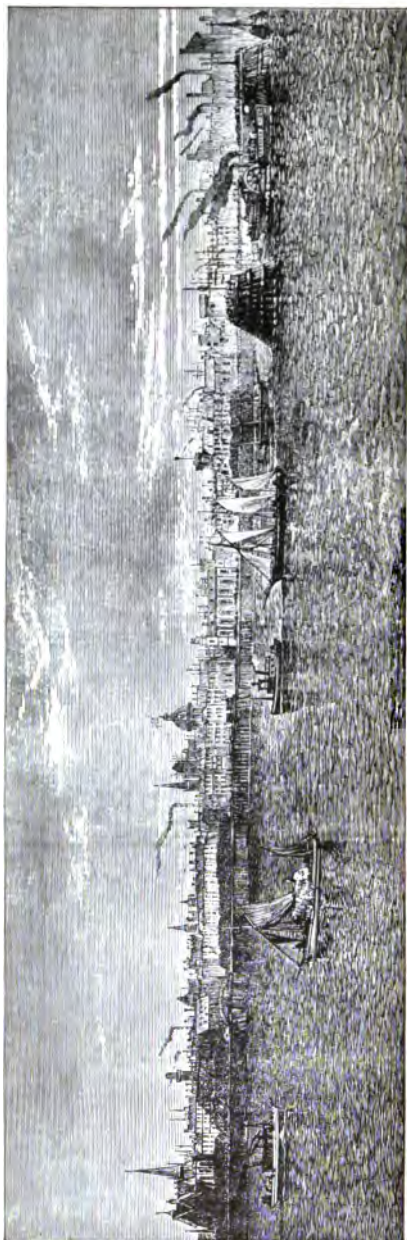


*PANIC stricken throngs fleeing across Rush Street Bridge from the Fire.*





**CITY OF CHICAGO,—South-West View, 1845.**—Engraved by H. B. H. B.



**VIEW OF CHICAGO, FROM LAKE FRONT**

Two views of  
early Chicago.

From two old  
prints, the one  
at the left  
shows the  
Lake Front just  
before the fire.

## "GOOD OLD DAYS" NOT SO GOOD

Let him who thinks that newspaper reports of such a case as the current Stillman-Beauvais scandal exceed the bounds of decorum turn to the file of 1874. He will discover in the reports of the Beecher-Tilton scandal a gusto and a particularity in the presentation of squalid details which will convince him that the treatment in our time is all for the better; wholly in the direction of that legitimate

reticence which, while it does not pander to pruriency, does not, by silence, make evil easier for the evildoer.

### BEECHER-TILTON.

Mrs. Elizabeth Cady Stanton's  
Views of "The Great  
Social Earth-  
quake."

"The True Social Code Must Be  
the Same for Both  
Sexes."

"The Crowning Folly" of  
"the Great Frenchman."

Mrs. Tilton Goes Forth "to Vindi-  
cate the Man She Loves."

Who, After Making a Pocketful of Her,  
"Casts Her Fate Like a With-  
ered Flower."

Beecher's Position Maintained by Him  
in "Three Poperial Reli-  
gious Kings."

Discrepancy and Hypocrisy in High  
Places."

"The Impenetrability of Sanctifying Justice  
for Any One when Money Can  
Be Used Against Him."

A Letter from Mrs. Henry Ward  
Beecher.

In Which the Characteristics Her Husband  
as "Good and Noble, and  
Most Pure."

And Remarks of Him on Refuting  
"Great Preconceptions."

Letter from Mrs. Elizabeth Cady  
Stanton.  
From the *Northwestern Freeman*.  
We have no space, nor do we think justifiable, the  
only in giving the following public letter, re-  
sently addressed to the public. The Beau-  
vais controversy seriously now belongs to the  
public, with all the facts and philosophy which  
may contribute to the solution of the private as  
well as public questions involved. We cannot,  
therefore, conscientiously withhold Mrs. Beau-  
vais's very able and interesting letter from our  
readers.

From *The Chicago  
Tribune*,  
Oct. 1, 1874

the cable have been the most striking features of journalistic history in the last decade.

The articles you read now are shorter than those father and grandfather read, but their number and variety are far greater. The rule now, whether invariably observed or

The files show how all the material and mechanical changes of newspaper making since its early days in Chicago have been emphatically to the advantage of the newspaper reader. By means of three line digests of every important article and by means of terse, coherent, explicit, and unelaborated headlines his time is saved, and, by the use of larger type in heads and in the body of the paper, his eyes are comforted instead of tortured. The whole paper is more readily assimilated.

Pictorial development has been so pronounced in late years and is still going forward at a pace so extraordinary that it makes a history so new and so special that it cannot be linked up with what lay critics of the press like to call the "golden days of Greeley." This picture making and the copious—indeed for some prop- erties downright ruinous — use of the

## NEWSPAPERS TODAY BETTER THAN IN PAST

not, is "tell it as briefly as possible." The rule so lately as the early '90s seemed to be "spin it out," and—what with the lead for the whole story and the subsections of the story—"tell it at least thrice."

Nor is it solely in these material aspects of news presentation that there has been change so emphatic that it attains the importance of solid reform. In the things of the intellect and of the spirit the emphasis is firmer and more intelligent. News articles are not only less windy but vastly less vituperation and partisanship get into them. In truth vehemence and partisanship appear once to have been encouraged; they now are vigorously discouraged.

Editorials today are at once more humane and less facetious. They cover a wider range of topics and are written in better English, but with less vigor only if violence and name calling are synonymous with vigor. Our forebears in this profession probably would consider them deficient in a quality dear to their hearts. It was "raciness." It covered, while it caused, a multitude of sins of taste and manners.

The epitome of two outstanding contrasts between the newspaper of the mid-nineteenth century and long thereafter and the newspaper of today can be briefly given: There was more individuality—of a quaint and rustic kind—and less taste. And the news element today is, to use the largest word, an infinitely greater factor.

That vehement individuality was the expression of enormous vitality. Some of the manifestations of it were more interesting than to be imitated. If a rival publicist did not agree with you he was "an ancient liar" or "an old lunatic." Neither age nor ailments protected a man. Mature men, men of parts and men of reading, who were guiding the destinies of a community and of the imperial realm of the middle west, said, and said in print, things that today would not be forgiven a cub reporter.

But, after all, the lesson learned from the days of file scanning was the big lesson, as vital today as ever it was,



## AN EXTRAORDINARY TRIBUNE SCOOP

of the survival of the men and the properties that had the clearest ideals of personal and civic probity.

On Sunday, May 21, 1887, The Tribune astonished its readers with one of the greatest scoops of history—nothing less than the entire revised edition of the New Testament. Samuel Medill, Joseph's brother, who as managing editor engineered it, introduced it to his readers as follows:

### THE NEW TESTAMENT

OF OUR LORD AND SAVIOR  
JESUS CHRIST,

TRANSLATED OUT OF THE GREEK:

Being the Version Set Forth A. D. 1611,  
Compared with the Best Ancient  
Authorities and Revised  
A. D. 1661.

PRINTED FOR CHICAGO AND THE  
NORTHWEST.

CHICAGO:  
THE CHICAGO TRIBUNE PRESS.

This Edition is authorized by the American Com-  
mittee of Revision.  
PHILIP SCHLAFY, President.  
GEORGE A. DART, Secretary.  
New York, May 20, 1887.

*From The Chicago Tribune  
May 21, 1887*

"The Tribune presents to 63,000 purchasers and 200,000 readers this morning, in addition to a regular issue of twenty pages, the revised edition of the New Testament entire. The whole work, without the omission of a single chapter or verse, is contained in sixteen pages of the size usually issued from this office.

There are journals which would find a publication of this kind a considerable undertaking. But The Tribune's typographical and mechanical resources are such that it can issue any volume of ordinary size at a day's notice. The public may be interested to know that the first type of the New Testament as it appears in our columns today was set at ten

o'clock yesterday morning and the last page made up in stereotype at ten o'clock last night. The job was completed, therefore, in precisely twelve hours. Ninety-two compositors were employed in setting type and five in correcting errors noticed by the proofreaders.

Meanwhile twenty additional pages of advertising and reading matter were set up, corrected, put in form, and stereotyped: so that we are enabled to issue this morning thirty-six pages, not one line of which had been put in type at ten o'clock yesterday morning.

The Tribune is not inclined to boast of its present achievement. It believes in doing thoroughly what it undertakes to do at all. Hence it has not undertaken to give mangled extracts from a few books of the New Testament, but to print the revision in such shape that no reader of The Tribune need ever buy a copy of it unless he feels disposed to do so for special reasons.

This journal was the first to announce the publication of the New Testament. It may have imitators. It expects them. But it can have none who will be any more than feeble copies of the original. It is accustomed to having its ideas plagiarized by journalistic sharks that follow in its wake and pick up its leavings. But it intends always to lead the way and be the first in introducing novelties to the people of this community.

## CLAIM SUPERIORITY FOR OUR ADVERTISING

Elsewhere on the same page:

The fraudulent newspaper on Wells street printed a week ago a bogus "cable dispatch" purporting to contain the principal changes in the Old and New Testaments made by the Committee on Revision. Its shallow trick was immediately exposed by the American revisors so far as the Old Testament was concerned by the simple statement that its revision was barely begun. Its forgeries in case of the New Testament are now proved by indubitable evidence. A comparison of its fraudulent version with the true version printed this morning shows that the former is false in nearly every particular.

That was our whack at Story and his shifty Times.

A month later in the same year a circulation war was on and The Tribune went after The Times again:

Advertisers are not fooled. There is no shrewder set of men in the world. They would not continue to invest their money as liberally as they do in The Tribune space if they were not satisfied that they got abundant returns for it. And they do get such returns. Everybody who has tried it knows that they do. Seeing is believing, and trying is the best way to find out the truth in this matter. . . . What can possibly ail that venerable lunatic if not a consciousness of the inferiority of his own newspaper in any respect to The Tribune? . . . The facts and figures are in the local columns. They are mathematical evidence that The Tribune is as much superior to *The Times* in its city circulation as it is in its advertising, or its news, or its sense of decency, or its common sense.

Look in, now, on the lads long gone, on the feverish nights of early November, 1884, when the Cleveland-Blaine result still was hanging fire and the whole country's nerves were snapping. Here it is the morning of Nov. 6 and still no decision on the election of two days before! Evidently our nerves were getting a wire edge, too, and we

### ASSASSINATION.

James A. Garfield Falls Before the Assassin's Bullet.

The Deed Committed by a Madman Named Charles J. Guiteau.

Half-Past Nine O'Clock of Saturday the Fatal Moment.

The President, Arm-in-Arm with Secretary Blaine, Was Returning a Report.

From an Ambulance the Madmen First Two Balls into the President.

One Took Effect in the Back and the Other in the Arm.

Journey of a Brave Little Woman— from Long Branch to Washington.

Magnificent Courage and Good Cheer of the Chief Executive.

A Chastened Youth of Death Sounded Up to About 9 o'Clock.

A Thoughtful Editor Writes to Refer News After That Easy Hour.

### GARFIELD.

JULY 2, 1881.  
For the Cause of Peace:  
Garfield is elected here  
for the country's good.  
To-day along the land  
The thing is done.  
From town to town,  
As to a rapidly made a gathering of the people,  
Waiting to hear the news from the  
The all are cheering,  
Shouting, and waving too,  
Rejoicing, and and,  
"What can the nation be at such the time?"  
On all  
Each knows well  
The cause of Heaven must be  
For every one.  
The day  
Of every heart one the world's children,  
Shame, misery, sorrow, and shining stars  
That make the world's children, great and small,  
Who come to give, peace, love and justice.  
An unbroken line,  
An unbroken line,  
An unbroken line.

### AT THE DEPOT.

FIRST ACCOUNT.  
Special Dispatch to The Chicago Tribune.  
Washington, D. C., July 2—9 A. M.—Gen.  
Garfield was shot just as he was entering the  
carriage room at the Union train shed for a  
rough-looking countryman, and so he from  
New York. Two shots were fired. One entered  
just above the hip under the left arm, and the  
other about the level of the left elbow.

From The Chicago  
Tribune  
July 3, 1881



*THIS mudhole is the corner of Madison and Dearborn Streets as it looked in 1860. At the farther corner of Postoffice Alley is the book store of John R. Walsh.*

(Photo by courtesy of John M. Smyth)



*T. E. SULLIVAN, 56 years on The Tribune, and T. B. Catlin, 48 years on The Tribune, hold the longest service records among Tribune employes. Both are compositors.*





ROBERT W. PATTERSON

MR. PATTERSON succeeded his father-in-law, Joseph Medill, in control of *The Tribune*. His funeral in 1910 was one of the most impressive events of the time because, dying within a few hours of his mother, the service for them both was held in the same church on the same day. That was the Second Presbyterian church, of which Mr. Patterson's father had long been minister. R. W. Patterson's characteristics were justly appraised by the *Illinois State Journal* in its notice of his death. "He realized," said that paper, "that changes come slowly, that reforms cannot be effected in a day, that patience is a requisite to the accomplishment of any important fact. Better still, he appreciated the saving grace of good nature in the crusader. He seldom lost his temper, and defeat never ruffled him." He was born in Chicago in 1850.

## TRIBUNE BEGINS FIGHT AGAINST ANARCHISM

tartly informed a waiting world of subscribers that "inside information" was put in this paper, not kept out of it:

In the rush and press of these busy and exciting hours we have no time to answer their telegrams, and this must serve for a general reply and apology for apparent neglect.

We can only say that all the news we have or can get is printed in The Tribune and that we have no inside information that does not appear in its columns. . . . It would have taken one man's entire time to answer one-half of the inquiries received yesterday afternoon.

\* \* \*

No event of this period took stronger hold upon men's imaginations than the Haymarket riots and the ensuing murder trials. On May 4, 1886, a platoon of police was

bombed when about to disperse an anarchist meeting in Haymarket Square, Chicago. Seven policemen were killed. Leaders of the anarchist movement in Chicago were tried for murder as instigators of the crime, though no attempt was made to prove that they were present or even that they knew who made or who threw the bomb. They had preached assassination and revolution and the policemen had been killed by some one influenced by that preaching. On

### A HELLISH DEED.

A DYNAMITE BOMB THROWN INTO A CROWD OF POLICEMEN.

It Explodes and Covers the Street with Dead and Mutilated Officers—A Storm of Bullets Follows—The Police Return the Fire and Wound a Number of Rioters—Harrowing Scenes at the Desplaines Street Station—A Night of Terror.

A dynamite bomb thrown into a squad of policemen sent to disperse a mob at the corner of Desplaines and Randolph streets last night exploded with terrible force, killing and injuring nearly fifty men. The following is a partial list of the dead and wounded policemen:

JOSEPH DRAGAN, West Lake Street Station; left dead in front of the Desplaines Street Station, in the arms of Detective John McDonald. He had sufficient vitality to walk from the scene of the

*From The Chicago Tribune  
May 5, 1886*

this basis they were convicted and sentenced—four to death, three to imprisonment. The Tribune vigorously upheld the justice of these convictions and criticised the action of Governor John P. Altgeld (first democratic governor of Illinois in forty years) when, on July 26, 1893, he pardoned those still in prison.

The scandalously high protective Republican platform of 1888 (General Benjamin Harrison's campaign) was forced upon the party despite The Tribune's vigorous declaration that the Mississippi valley was not enamored of excessive protection any longer, and it imparted its scorn

## ACTIVITIES OF THE EIGHTIES

of the document in rhymes that traveled far and still are quoted in the histories (see Paxson: "Recent History of the United States," p. 140):

Protection, in a nutshell, means  
A right for certain classes;  
A little law that intervenes  
To help them rob the masses.  
The rich may put their prices high;  
The poor shall be compelled to buy.

This period also saw the rise and fall of the Parnell-Gladstone movement for Irish Home Rule. Medill had been born in New Brunswick of Presbyterian parents from the north of Ireland, but was a consistent supporter of the various Home Rule bills. A great deal of space was devoted to Irish news in *The Tribune*.

### PROF. SWING.

*Annual Meeting of the Chicago  
Presbytery.*

*Prof. Patton Presents Those Long-  
Expected Charges.*

*Prof. Swing Is Accused of Subliman-  
ism, Unitarianism, Etc.*

*He Has Used Unwarranted  
Language About  
Penelope.*

*He Was Preached in Aid of the Mary  
Price Collier Chapel.*

*He Has Rejected Three Great  
Presbyterian Tenets.*

*The Whole Matter Referred to a Com-  
mittee.*

*It Will Report This Morning.*

*From The Chicago Tribune  
April 14, 1874*

Chicago is famous the world over for having reversed the flow of its river, forcing a stream to drain Lake Michigan after it had emptied into the lake for eons. In this achievement, *The Tribune* had no small part. It stood consistently for the Drainage Canal project, and in 1889, Joseph Medill went to Springfield and exerted his personal influence to the utmost to see that the necessary legislation was passed. He did not live to see the completion of this gigantic public improvement, nor to see

his grandson elected president of the canal board.

Alfred Cowles, one of the factors of *The Tribune's* up-building, died in 1889 and his colleague, "Governor" or "Deacon" Bross, as he was better known, stood too long with head uncovered at Mr. Cowles' funeral, and contracted an illness that led to his death within a month.

\* \* \*

## CHICAGO CAPTURES THE WORLD'S FAIR

There had always been a bond of comradeship among the men who made The Tribune and on January 1, 1890, the management sought to strengthen this sentiment by inviting all employes to a "family dinner." These dinners were held each year until 1908 when the force had grown so large that they became impractical. The following year The Tribune presented each employe with a gold piece in lieu of the dinner, and from this has developed the present generous system of annual bonuses. These bonuses are figured on a scale of percentages of the salary received during the year just ended. The lower salaries and the longer terms of service receive the highest percentages and vice versa. The Tribune's first pension system was inaugurated in 1911. The present day program of pensions, insurance, etc., is chronicled in a subsequent chapter entitled "Medill Council."

\* \* \*

That Chicago had fully recovered from the terrible blows of War and Fire was evidenced when America talked of celebrating the four hundredth anniversary of the landing of Columbus. Up rose Chicago with indomitable business pluck and audacity to claim the Fair. New York wanted it. St. Louis cried for it. Washington was in a mood to bleed and die for it. Chicago business men, with characteristic spunk, fell to and raised \$10,000,000, an argument neither New York nor Washington could match.

A wonder of wonders, that fair, in and of itself. The flat, prosaic plain enclosed within the borders of Jackson park had become a scenic paradise, with its lovely lagoons, its wooded island, its masterpieces of landscape architecture. Palaces of consummate beauty had risen majestic. Never before had buildings at once so vast, so exquisite, and so numerous grouped themselves in a superbly harmonious composition, nor, has there since been anything anywhere to rival the total effect of grandeur, stateliness, and monumental splendor.

There is a strong temptation, always, to overestimate the educational value of a world's fair. Just because the

## FAIR OPENS NEW EPOCH FOR CHICAGO

turnstiles at Jackson park registered admissions aggregating 27,530,460 it hardly follows that visitors carried home accurate information anything like commensurate with those figures. On the other hand, it is as easy to understate a world's fair's cultural influence. At Chicago it was tremendous. Multitudes enjoyed their first delicious acquaintance with painting, with sculpture, and with superb monumental architecture. No one thing that ever happened in America tended more directly—indeed no one thing that ever happened in America tended half so directly—toward the evolution of a public for great art.

Joseph Medill appreciated fully the great possibilities of the fair. He was one of the original stockholders and a director. He saw to it that The Tribune led in the presentation of its beauties and glories. A special bureau was maintained in the Administration Building from which Tribune reporters covered all activities and telegraphed full reports to the paper, where all "Fair" news was handled by a special copy desk.



# From the Fair to the World War

1893-1914

**F**OLLOWING the fair came crop failures, hard times, Coxe's "Army," and the industrial warfare known as the "Debs" or "Pullman" strike, which flared up in Chicago and radiated to every part of the United States.

The Tribune, while fiercely opposed to Debs as the legitimate successor of the anarchists and the representative of violence was, nevertheless, keenly critical of the attitude of George M. Pullman who refused to make any conciliatory move. The Tribune warmly supported President Cleveland when he sent Federal troops to Chicago and it denounced the inactivity of Governor Altgeld.

An incident at this period shows how the new order in journalism was coming into its own on The Tribune, coincident with a new epoch in civic affairs. Mr. Medill one day ordered the city editor to preface every mention of Mr. Debs' name with the word "Dictator." So the following morning The Tribune was liberally sprinkled with references to "Dictator" Debs. R. W. Patterson, general manager, demanded an explanation of the city editor, stating that the day had passed for permeating the news columns with editorial comments. The next day the paper appeared without the word "Dictator" and Mr. Medill called the unfortunate city editor on the carpet to know why his orders had not been obeyed. He was referred to Mr. Patterson and finally yielded to him.

From that time on, practically the entire burden of Tribune management rested on Patterson's shoulders and The Tribune progressed surprisingly, while its competitors slipped backward. The Times, once The Tribune's most formidable rival, merged with The Herald as The Times-Herald, and later this new paper was absorbed by The Record and the name became Record-Herald.

## TRIBUNE TURNS LIGHT ON GAS GRAFT

In 1892, The Tribune had installed new presses, the first of their kind ever built, capable of producing four-page to twenty-four-page papers at the rate of 72,000 eight-page papers per hour. The Sunday paper was now beginning to develop and in it Mr. Patterson took particular interest. On November 6, 1887, a twenty-eight-page Sunday paper was gotten out in four parts, inaugurating this method of dividing the Sunday issue. On September 14, 1890, a record was set with a forty-page Sunday paper.

In 1895, The Tribune startled the newspaper world by reducing its price to one cent daily. Before the Civil War the price had been three cents, raised to five cents in 1864, reduced to three cents in 1886, and reduced to two cents in 1888. It was found impossible to maintain the one cent price, however, and after the Spanish War, the price again became two cents. In 1910 another attempt was made to sell the paper for one cent, but the European War again raised production costs so that the two cent price was made necessary.

\* \* \*

When the Cosmopolitan Electric Company 50-year grab and the Ogden Gas ordinance were simultaneously introduced in the council on February 25, 1895, there arose a great cry of graft and boodle. The Tribune led in unsparing denunciation of these "monuments of corruption." "Two more infamous aldermanic jobs" is the title of an editorial demanding the legislature then in session to take from the idiots and boodlers the power to grant franchises and give away the city's rights.

"Birds of a Feather Flock Together"—"Anti Booodle"—"Let Us Have an Absolute Veto," "Stands by the Booodle Gang—Mayor Approves Ogden Gas and Amends Cosmopolitan."

As a result of the campaign against these measures the mayor who signed them, John P. Hopkins, was unwilling to risk a stand for reelection five weeks later. And his candidate was defeated. And as a second result of The

## TRACTION BOODLERS DENOUNCE "NEWSPAPER TRUST"

Tribune's tireless campaign against the boodle aldermen the honest forces of the community laid the basis of the organization of the Municipal Voters' League, which was instrumental in cleaning up the council and putting gray wolves in the minority.

The Tribune fought aggressively in the interest of the public against the infamous Humphrey and Allen bills which would have turned the streets of the city over to the Yerkes car line system for a half century.

Early in the spring of 1897, John Humphrey, on behalf of Yerkes, introduced his twin bills in the legislature. These took from the city council all power over traction franchises. The late Edward C. Curtis, who has been named in the conspiracy charged against the present governor, Len Small, was at that time speaker of the House. At the crisis of one of the fights Curtis became ill and left Springfield with a substitute speaker in the chair of the House and it was rumored Curtis was afflicted with a "gumboil." Hence the sobriquet of the day, "Gumboil Curtis."

A terrific battle was waged against the measures by The Tribune, which was seconded by such men as Mayor Harrison, John H. Hamline, John M. Harlan, Frank J. Loesch, Edwin Burritt Smith and the Civic Federation. The measures came to a vote on May 12, 1897, and were defeated by a 4 to 1 vote.

On the night of his defeat and denunciation as the most audacious boodler in the country, Yerkes used some now familiar language: "The newspaper trust has done everything to demoralize the people and to injure Chicago. The most brazen and glaring untruths, etc., etc. Newspaper trust! Newspaper trust!"

But Yerkes was not so easily licked. He went back to Springfield with new but similar measures, which were finally rounded out as the Allen bill, which gave the city council power to grant fifty-year franchises. The same energetic fight was put up against the Allen bill, but on

## TRIBUNE FOR GOLD AGAINST "16 TO 1"

June 9 of the same year (1897) it became a law, Gov. Tanner signed it after Yerkes had said to him, "The newspapers do not express the sentiment of the people of Chicago."

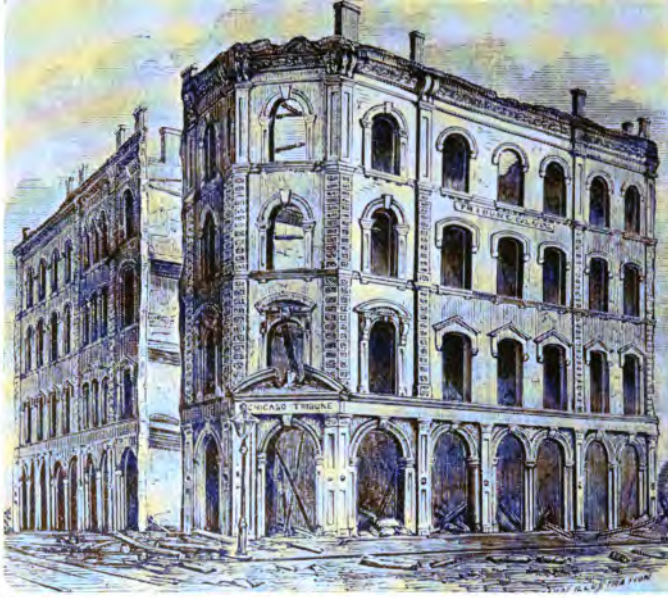
This odious Allen law, denounced day by day by The Tribune as a boodle measure bought by bribery—a swindle and a robbery of the people—did not long survive. In the subsequent session of the legislature it was repealed and in the intervening months the temper of the people, enlightened by the upright press, was such as to deter any possible action by the city council. And the council during that time was improving, being lifted out of the shame of Ogden Gas days, a period of purging in which The Tribune was continually alert and aggressive.

In 1895 Raymond Patterson, The Tribune's famous Washington correspondent, secured a notable scoop on the decision of the United States Supreme court knocking out the income tax.

R. W. Patterson had been distinctively and almost exclusively a newspaper man, but in 1896 he went to the republican national convention and was very influential in having the "Gold Plank" inserted in the republican platform. Needless to say, The Tribune took an exceedingly prominent place among American newspapers in bringing about the election and the re-election of William McKinley.

\* \* \*

The Spanish American War was marked by one spectacular Tribune achievement—the great scoop on May 7, 1898, which enabled The Tribune to telephone to President McKinley and to the Secretary of the Navy and the Secretary of War in Washington the fact that on May 1, Dewey had defeated the Spanish Fleet in Manila Bay. When war broke out, Edward W. Harden, a Chicago newspaper man, was in the Orient. The Tribune and The New York World arranged with him by cable to accompany Dewey's Fleet. After the victory, the cables having been cut by



*IN 1869 The Tribune occupied the above building—erected for it at a cost of \$225,000. In 1871 the issues of October 9 and 10 were missed when the building was engulfed in the great conflagration. On the first anniversary of the Fire we moved into the \$250,000 structure shown below.*







*THE COURT OF HONOR, looking east from balcony of the Administration Building. This was one of the most inspiring views afforded by the World's Fair. At the left of the picture is the Manufactures Building, with Agricultural Hall on the right.*



*VIEW from the roof-promenade of the Manufactures Building. In the foreground is the Wooded Island, with the Japanese Building at its northern end. Fronting the Lagoon on the left is the Woman's Building; further to the right is the Illinois Building, with its lofty dome surmounted by a flagstaff which marked the highest elevation on the grounds; while at the extreme right is one of the circular wings of the Fisheries Building. In the background of the picture stretches the Chicago of '93.*

## SCOOP ON BATTLE OF MANILA BAY

Dewey, there ensued a week of waiting. The world knew that Dewey should have attacked Manila, but there was no way of receiving word until Harden reached Hong Kong and filed his story to The New York World and The Chicago Tribune. It reached New York too late for any regular edition of the World, but arrived in Chicago before the "final" had gone to press. Earlier Tribune editions were recalled from railway stations and replaced with new ones containing the big news.

Only one Illinois regiment reached Cuba, so there was comparatively little news of fighting from Tribune staff correspondents, but there were powerful stories dealing with the scandalous conditions at Chattanooga, Tampa, and Montauk Point. In fact, the campaign for military preparedness, which was then inaugurated has never been allowed to lag. The Tribune has endeavored to keep constantly before its readers the terrible consequences visited upon the volunteer soldier by failure to prepare for war in times of peace.

**The Chicago Daily Tribune.**

WEDNESDAY, MAY 7, 1898. EIGHTH PAGES. PRICE TWO CENTS.

<p><b>POPE MOVES FOR PEACE.</b></p> <p><i>By Telegram to the Queen Regent of Spain Advising Her to Ask for the Mediation of the European Powers to End the War.</i></p> <p><b>REVENUE FOR THE GOES TO COPE WITH AMERICA.</b></p> <p><i>Spain's Finances, Though in a State of Collapse, Are Said to Be Sufficient to Meet the Needs of the Government.</i></p> <p><b>NO OVERLAPPING WITH THE UNITED STATES THIS FAR.</b></p> <p><i>Chinese Reported to be Induced by the Spanish Embassy to the Port of Manila to Avoid the American Fleet.</i></p>	<p><b>SEE THE SPANISH SHIPS.</b></p> <p><i>What is Believed to be the Fate of the Spanish Fleet Sunk in the Bay of Manila.</i></p> <p><b>FIRST MAY BOMB OCCUR.</b></p> <p><i>Earlier at Manila, Spanish Ships in the Bay of Manila, Spanish Ships in the Bay of Manila, Spanish Ships in the Bay of Manila.</i></p> <p><b>PEOPLE ARE IN A PAIR.</b></p> <p><i>What is the Condition of the People of Manila, Spanish Ships in the Bay of Manila, Spanish Ships in the Bay of Manila.</i></p>	<p style="text-align: center;"><b>6:30 A.M. EXTRA 6:30 A.M.</b></p> <p style="text-align: center;"><b>DIRECT NEWS FROM DEWEY</b></p> <p style="text-align: center;"><b>NO AMERICAN SHIP LOST!</b></p> <p style="text-align: center;"><b>NOT ONE AMERICAN KILLED!</b></p> <p style="text-align: center;"><b>ONLY SIX AMERICANS INJURED!</b></p> <p style="text-align: center;"><b>ELEVEN SPANISH SHIPS SUNK!</b></p> <p style="text-align: center;"><b>300 SPANIARDS ARE KILLED!</b></p> <p style="text-align: center;"><b>400 SPANIARDS INJURED!</b></p> <p style="text-align: center;"><small>From Our Own Correspondent.</small></p> <p style="text-align: center;"><small>On Board the United States Fighting Ship, Olympia, Manila, Luzon Island, Philippines.</small></p> <p style="text-align: center;"><small>By Dispatch Wire to Hongkong.</small></p> <p style="text-align: center;"><small>OFFICIAL CABLE</small></p> <p style="text-align: center;"><b>BY E. W. HARDEN OF CHICAGO.</b></p> <p style="text-align: center;"><small>Hongkong, May 7.</small></p>
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*From The Chicago Tribune of May 7, 1898*

## LITTLE LABOR TROUBLE IN TRIBUNE HISTORY

The Tribune had its first strike at a critical point in the war. On Friday, July 1, 1898, the stereotypers' union, having refused arbitration, called a strike on all Chicago newspapers. No paper was issued until July 6. In the meantime, the Spanish fleet was destroyed at Santiago and the French liner La Bourgogne sunk off Nova Scotia with a loss of 553 lives. Newspapers from Joliet, Milwaukee, and other cities poured into Chicago and sold for as much as half a dollar a copy.

The only other strike in Tribune history was one which affected all Chicago papers in 1912. It grew out of trouble between the pressmen and the publishers of W. R. Hearst's Chicago newspapers. It involved the pressmen, stereotypers, drivers, and newsboys, but did not prevent the publication and distribution of The Tribune.

Trouble between The Tribune and its employes is a decidedly abnormal event. There has never been a strike among Tribune compositors. The stability of the organization is evidenced by the following tabulation showing the length of continuous service of employes as of January 1, 1922:

Department	Less Than 5 Years	5 to 10 Years	10 to 25 Years	25 to 35 Years	35 to 45 Years	45 to 55 Years	56 Years	Total
Advertising, Classified .	117	8	5	1				131
Advertising, Display...	98	12	11	1				122
Auditing.....	157	24	10	1				192
Building.....	90	8	26					124
Circulation.....	196	45	16	1				258
Composing.....	57	39	63	20	7	3	1	190
Editorial.....	149	25	32	1				207
Electrotype.....	4		1					5
Etching.....	44	18	7	1				70
European.....	5	1						6
Executive.....	5	5	14	2	1			27
General.....	82	8	5					95
Press.....	92	49	7		2			150
Rec. & Warehouse....	19	1	1					21
Stereotype.....	28	2	9	1				40
Total.....	1143	245	207	29	10	3	1	1638



## MODERN SKYSCRAPER BUILT FOR TRIBUNE

The Spanish War caused a wave of interest in world affairs and The Tribune established staff correspondents in London, Paris, Rome, Berlin and Vienna. These foreign bureaus were not continued, however, and from the opening of the twentieth century, until the World War, The Tribune's journalistic achievements were chiefly in local and national news, though it recorded a scoop in the fall of Port Arthur to the Japanese.

Joseph Medill died March 16, 1899, at San Antonio, Texas. His last words were "What is the news?" During the last several years of his life he had participated very little in the active management of The Tribune.

\* \* \*

The increasing circulation and advertising under the regime of R. W. Patterson made it imperative that The Tribune secure new and better quarters. It was determined to erect a splendid skyscraper, and a number of sites were under consideration. The corner of Dearborn and Madison Streets, which had been occupied by The Tribune for thirty years, was not seriously considered because of the rule which provided that school board property would be leased only subject to revaluation every five years. There was a movement on foot, however, to do away with this policy, since practically all school property was covered with dilapidated shacks, it being economically impossible for lessees to spend money on adequate improvements. As a result The Tribune was offered a ninety-nine year lease if it would agree to improve its corner with a two million dollar building, which would revert to the school board at the end of the lease.

Three successive school boards ratified The Tribune lease and the modern seventeen-story structure which now stands at Madison and Dearborn is the result. It was occupied by The Tribune in 1902 with the expectation that the new machinery and the great structure would be ample for

## ORIGIN OF "SANE FOURTH" MOVEMENT

Tribune requirements until the end of the lease. It was outgrown in twenty years.

\* \* \*

In 1899 The Tribune began its crusade for a Sane Fourth—a crusade which was successful after twenty years of consistent hammering. As a result thousands of children are saved from death or mutilation every year. Collier's Weekly tells the story of the inception of this campaign as follows:

On the Fourth of July, 1899, Managing Editor Keeley of The Tribune was at the bedside of his small daughter, who was on the verge of death. The air about his home was filled with the din of that barbarous demonstration which as a matter of unquestioned fact we had come to associate with the demonstration of patriotism. Keeley hovering over his little child, anxious to the point of frenzy, thought this noise was pushing her out of the world. Late in the afternoon in the midst of his distraction he called up The Tribune office to speak to his secretary, but there was so much of the clatter of celebration at both ends of the line that for a time neither could hear the other. An idea came to Keeley: "Get reports from thirty cities on the number of killed and injured by this blankety-blank foolery," he said, "and let's see what it looks like."

Ten minutes later he called up again and dictated the exact form of the message to be sent, and added: "Make it a hundred cities, get the figures in shape, and we will print them."

The next morning on the front page of The Tribune there was a column devoted to the Fourth of July horror. On the following morning, with more data at hand, the results were elaborated in three terrible columns. This was the beginning of The Tribune's campaign for a sane Fourth. At first, papers and people jeered, but year after year The Tribune continued to tabulate the ghastly results until the battle was won.

\* \* \*

The terrible disaster of the Iroquois Fire stunned Chicago on December 30, 1903. The manner in which this great story was handled by The Tribune is familiar to students of American newspaper history. On the day following the fire the entire first page of The Tribune contained nothing except the names of 571 dead and missing. Before sunrise that same morning twenty members of The Tribune staff had been sent out with lists of names to secure photographs, and on New Year's morning, The Tribune printed several times as many pictures of victims of the disaster as the other Chicago papers combined.



*UNITED STATES Land Show, held in the Coliseum under Tribune auspices in the winter of 1912.*



*LIBRARY in Tribune Plant.*





*NORTH front of The Tribune Building at Madison and Dearborn Streets—erected in 1902. The greatest Want Ad Store in the world still occupies the corner on the main floor, but the press rooms in the basement were outgrown in 1920.*

## ENTERPRISE—AGGRESSIVENESS MARK TRIBUNE PROGRESS

Following the Iroquois Fire The Tribune pressed for the prosecution of those responsible and organized The Tribune Committee of Safety composed of leading engineers and architects. This Committee formulated specific demands for a reform in Chicago's building code; demands which were incorporated in city ordinances and which have undoubtedly prevented many disasters during the intervening years.

On the morning of December 18, 1905, The Tribune scored a scoop on the failure of the banks of John R. Walsh. One consequence of these failures was the discontinuance of Walsh's newspaper, The Chronicle, which suspended publication May 31, 1907.

In 1906 The Tribune played an even more spectacular part in giving the world news in connection with a bank failure. Managing Editor James Keeley trailed the absconding bank president, Paul O. Stensland, to his hiding place in Morocco and induced him to return voluntarily to Chicago. During the same year it printed the correspondence between Roosevelt and the Stors which caused an international sensation.

Throughout the administration of Mayor Edward F. Dunne The Tribune vigorously opposed his program for the municipal ownership and operation of the street car system, and criticized the management of school affairs. As a result suit was begun to invalidate the lease of the property on which The Tribune Building stands. Three courts decided on every point in favor of The Tribune.

Notwithstanding these decisions, it has been the practice of local politicians to divert attention from their own acts as exploited in The Tribune by attacking "The Tribune Lease."

They compare the ground rent which The Tribune pays to the Board of Education with that paid for similar properties in the vicinity and herald the difference as the amount which The Tribune is "stealing from the school children."

Secondly, they charge that The Tribune's lease was

## BUILDING GOES TO SCHOOLS AT END OF LEASE

fraudulently obtained by the influence of A. S. Trude, once a member of the Board of Education, and at times attorney for The Tribune.

These charges have been fully disproved in court and the lease has been held not only free from fraud, but decidedly in the interest of the school children. The politicians make out their case by distorting certain facts and concealing others.

For instance, they quote the rent which The Tribune pays, but they ignore the fact that at the expiration of the lease in 1995, the 18-story skyscraper, erected by The Tribune at an expense of \$1,800,000, becomes the property of the Board of Education. This is equivalent to an additional rental payment of \$21,143 annually, which the critics exclude from their calculations.

Much stress is laid upon the fact that a man who had served as attorney for The Tribune was on the Board of Education which made the lease, but they ignore the fact that the vote was 17 to 2 and that Mr. Trude asked to be excused from voting. They also ignore the fact that after two years of public discussion an altered Board of Education confirmed the lease by a vote of 16 to 4, and that after two additional years of discussion a third Board (Mr. Trude being no longer a member) confirmed and ratified the lease unanimously.

In reliance upon this lease The Tribune then expended \$1,800,000 in the erection of a building. In 1907, six years later, at the culmination of political differences with a local Democratic city administration, suit was brought to have the leases set aside. The case was heard by Master in Chancery Roswell E. Mason, a Democrat, who made a report on March 5, 1910, sustaining every contention of The Tribune, affirming the validity of the leases and recommending the dismissal of the suit.

The school board filed exceptions to the report of the Master in Chancery. All points were fully argued and the evidence reviewed before the late Judge Charles M. Walker,

## COURTS HOLD TRIBUNE LEASE FAIR AND VALID

also a Democrat. On July 13, 1910, he handed down a decision vigorously upholding every finding of the Master. He stated emphatically that the lease was a beneficial one from the standpoint of the school children and that it was not tainted with fraud.

The school board then carried the case to the Supreme Court, which fully supported Judge Walker and Master in Chancery Mason in a lengthy and unanimous decision rendered on December, 1910. The facts were found to be as follows:

The Tribune first occupied the corner of Madison and Dearborn Streets in 1867 under a lease which provided for reappraisal of the land every five years. All school lands were leased on this basis.

Every five years the rent was raised, particularly heavy raises being imposed if the tenant attempted any improvements. In 1895, after five raises in rent, The Tribune decided to move to property where it could erect a modern building. The building at Madison and Dearborn Streets was terribly dilapidated, but it was out of the question to put money into a new building when at the end of any five-year period the ground rent might be raised to a prohibitive figure.

All school lands were in the same condition—covered with disgraceful shacks.

In 1895 there was not a single fireproof building in the block bounded by Madison, Dearborn, State and Monroe. The situation was investigated by a school board committee which found that the policy of the past 45 years had been wrong, that the increased rents obtainable by revaluations every five years were more than offset by the failure of tenants to improve the property—resulting in minimum revenue from taxes and depressed valuations. This committee recommended that tenants be invited to submit propositions for long term leases and for the adequate improvement of their property.

Appraisers appointed by the school board, not by the

## BUILDING KEPT CONSTANTLY UP-TO-DATE

tenants, valued the school lands and fixed the proper rentals. On the basis of these appraisals long term leases were entered into with The Tribune and other tenants as a result of which The Tribune, First National Bank, Majestic, North American and Chicago Savings Bank buildings were erected. The millions of dollars invested in these improvements immediately made all property in their vicinity more valuable—thus increasing revenues from other school property. The taxes paid on these big buildings also swelled school revenues. And in the case of The Tribune Building the \$1,800,000 structure itself will go to the school fund at the end of the lease. In the case of the other buildings the Board of Education must buy the improvements when the leases expire.

It must be remembered that a modern steel skyscraper such as The Tribune is not allowed to deteriorate, and when it is turned over to the school board sixty-five years from now it may well be expected to be worth more than the day it was built. It has already increased more than one-third in value. Experts estimated that it would cost more than \$2,500,000 to reproduce The Tribune Building as it stands after 20 years of use. Large sums are constantly spent for maintenance. New electric wiring was recently put in, new marble, new elevators—the last named at an expense in excess of \$100,000. Cathedrals, palaces and castles of Europe have endured for centuries with undiminished value, but engineers consider that the modern steel skyscraper properly maintained will prove the most enduring structure man has built.

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Nonpartisanship in the handling of news had developed to such a point on The Tribune that this avowedly republican newspaper issued a series of special editions in Denver throughout the democratic national convention of 1908.

A full staff of editors, reporters, artists, photographers, and telegraphers was taken west in a private car. The Rocky Mountain News loaned its mechanical facilities, and also assisted in securing distribution. Leased wires sup-



## TRIBUNE HOLDS FIRST NATIONAL LAND SHOW

plied The Tribune in Denver with all news of Chicago and the Central West and also supplied The Tribune in Chicago with complete reports of the convention.

A year later, when an imposing expedition of business men and legislators headed by President Taft journeyed down the Missouri and Mississippi to the Gulf of Mexico, The Tribune published its famous "Deep Waterways Editions" at St. Louis, Memphis, Natchez and New Orleans. The St. Louis Star, the Memphis Commercial Appeal, the Natchez Democrat, the New Orleans Item, and the New Orleans Times-Picayune gave generous assistance. Again, in 1921, a special edition of The Tribune was printed on the presses of The Commercial Appeal and distributed on the train carrying the investment bankers of the country to their national convention in New Orleans.

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Irrigation and scientific agriculture had at this period developed a new wave of colonization throughout the United States. Public interest in undeveloped sections and in agricultural opportunities was great. Chicago, as the railroad center of the nation, was the focus of colonization activity in which The Tribune naturally became a leader. At a dinner in February, 1909, attended by men influential in land development, it was suggested that a great land exposition be held in Chicago the succeeding fall. The Tribune offered to start this exposition, guaranteeing its financial responsibility by a contribution of \$25,000. In the first prospectus sent out it was stated: "The railroad and land interests in Chicago have initiated a movement to hold an exposition in Chicago for the exploitation of our country's undeveloped land resources and have arranged with The Chicago Tribune, as a non-competing interest, to assume financial and executive responsibility."

A Land Show was held in the Coliseum during November and December. It was generously supported by railways, state departments of agriculture, chambers of commerce, and similar organizations in sections seeking settlers. It

## SURRENDERS SHOW—THEN RECOVERS IT

attracted tremendous crowds, not only from Chicago, but from the entire Central West. Nevertheless the deficit which The Tribune was obliged to pay amounted to more than \$40,000.

The following year The Chicago Tribune, feeling unable to assume such a great burden again, turned the Land Show over to some Chicago business men who felt that they could run it in a manner satisfactory to exhibitors and to the public, and still make a profit. A successful Land Show was held in the winter of 1910 under their auspices and a small profit was made.

They undertook to repeat the show in 1911, but introduced a new element by offering free lots with every paid admission.

Each person attending the show was presented with a coupon giving him the right to a lot on payment of approximately three dollars for abstract, and recording fees. More than 40,000 of those attending the Land Show paid this money to the promoters of the show and were given receipts, and promised deeds and abstracts at some future time. The land in Michigan, which the Land Show promoters proposed to subdivide into building lots, was inaccessible and covered with snow, so that the surveying and platting of it was extremely difficult.

Those who had paid their money became exceedingly impatient as months went by and no deeds were received. Although The Tribune had had no control over the 1910 or 1911 land shows, the institution was popularly known as "The Tribune Land Show," and great numbers of protesting lot owners began calling on The Tribune for their deeds. Exhibitors had also been exceedingly indignant at the lot scheme and their denunciation of the 1911 Land Show in every part of the United States was distasteful and injurious to The Tribune.

An arrangement was made, therefore, by which the Land Show was transferred back to The Tribune and its recent owners were put under bond to deliver the lots that had

## INAUGURATION OF GOOD FELLOW MOVEMENT

been promised. The Tribune, having given birth to this unique exposition, was anxious to restore it in the esteem and respect of exhibitors and the public. The Tribune formed a corporation known as the United States Land Show, which held shows in the Coliseum in the winters of 1912 and 1913. In each instance there was a substantial deficit paid by The Tribune. At the 1913 Land Show a large number of Ojibway Indians were brought to Chicago and presented the Hiawatha Legend in pantomime. Exhibitors included the United States Government, the University of Illinois, the Canadian Government, Province of British Columbia, Province of Alberta, State of New York, State of Oregon, State of Alabama, State of Ohio, State of West Virginia, State of Mississippi, and the Great Northern, Canadian Pacific, Canadian Northern and Grand Trunk Railroads.

During these years The Tribune also conducted in the Sunday paper a "Forward to the Land Bureau" which answered many thousands of inquiries concerning agricultural conditions in various sections.

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In December, 1909, The Tribune received a letter from one of its readers, who asked that his letter be printed in The Tribune without disclosing his identity. The original Good Fellow is still anonymous, but his letter initiated a movement which makes many thousands of children of the poor happy each Christmas. The famous Good Fellow letter as it appeared in The Tribune of December 10, 1909, follows:

*To the Good Fellows of Chicago:*

Last Christmas and New Years' eve you and I went out for a good time and spent from \$10 to \$200. Last Christmas morning over 5,000 children awoke to an empty stocking—the bitter pain of disappointment that Santa Claus had forgotten them. Perhaps it wasn't our fault. We had provided for our own; we had also reflected in a passing way on those less fortunate than our own, but they seemed far off and we didn't know where to find them. Perhaps in the hundred and one things we had to do some of us didn't think of that heart sorrow of the child over the empty stocking.

Now, old man, here's a chance. I have tried it for the last five years and ask you to consider it. Just send your name and address to

## MANY NEW DEPARTMENTS OF SERVICE

The Tribune—address Santa Claus—state about how many children you are willing to protect against grief over that empty stocking, inclose a two-cent stamp and you will be furnished with the names, addresses, sex, and age of that many children. It is then up to you, you do the rest. Select your own present, spend 50 cents or \$50, and send or take your gifts to those children on Christmas eve. You pay not a cent more than you want to pay—every cent goes just where you want it to go. You gain neither notoriety nor advertising; you deal with no organization; no record will be kept; your letter will be returned to you with its answer. The whole plan is just as anonymous as old Santa Claus himself.

This is not a newspaper scheme. The Tribune was asked to aid in reaching the good fellows by publishing this suggestion and to receive your communication in order that you may be assured of good faith and to preserve the anonymous character of this work. The identity of the writer of this appeal will not be disclosed. He assumes the responsibility of finding the children and sending you their names and guarantees that whatever you bestow will be deserved.

Neither you nor I get anything out of this, except the feeling that you have saved some child from sorrow on Christmas morning. If that is not enough for you then you have wasted time in reading this—it is not intended for you, but for the good fellows of Chicago.

Perhaps a twenty-five cent doll or a ten cent tin toy wouldn't mean much to the children you know, but to the child who would find them in the otherwise empty stocking they mean much—the difference between utter disappointment and the joy that Santa Claus did not forget them. Here is where you and I get in. The charitable organizations attend to the bread and meat; the clothes; the necessities; you and the rest of the good fellows furnish the toys, the nuts, the candies; the child's real Christmas.

### GOOD FELLOW.

A corps of clerks are kept busy during the six weeks preceding Christmas each year distributing to Chicago Good Fellows the names of poor children whose cases have been checked by Chicago charitable organizations. If any names remain untaken on Christmas Eve, their owners are supplied with toys and Christmas cheer by The Tribune. Newspapers in other cities have taken up the Good Fellow idea until it is quite impossible to estimate the amount of happiness generated as a result of the publication of the above letter in The Tribune.

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At this period The Tribune developed with amazing rapidity and success a series of novel departments of service. Dr. Wm. A. Evans, who had made a splendid record as Health Commissioner of Chicago, was employed

## R. W. PATTERSON SUCCEEDED BY GRANDSON OF MEDILL

to conduct a daily department under the heading "How to Keep Well." The Marquis of Queensbury was brought from England to write on sports. Laura Jean Libby inaugurated a department dealing with affairs of the heart, and Lillian Russell told women how to be more beautiful. A department, known as "Friend of the People," offered to intervene with local officials in behalf of the private citizen. These Tribune departments have been widely imitated by other publishers and the idea that a newspaper should not only distribute news, guide public opinion, and offer entertainment, but should also render definite personal service is now well established.

In 1909 The Tribune began using the sub-title "World's Greatest Newspaper" occasionally in its advertising. It was later registered in Washington as a trade mark and on August 29, 1911, it began appearing as at present on the first page of The Tribune.

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Early in 1910 R. W. Patterson died. He had been president of The Tribune Company and editor-in-chief since the death of Joseph Medill. For some time prior to his death he had been in poor health and a grandson of Joseph Medill, Medill McCormick, now United States Senator from Illinois, had been in charge as publisher. Shortly after the death of Mr. Patterson, Medill McCormick was forced to abandon his connection with The Tribune because of illness, and he has never since participated in its management. His brother, R. R. McCormick, had been made treasurer of The Tribune Company in 1909 and his cousin, J. M. Patterson, had been made secretary of The Tribune Company the same year. In 1914 they assumed complete control as editors and publishers.

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Shortly after the death of R. W. Patterson and the retirement of Medill McCormick, a young man, named Charles White, who had been a member of the Illinois Legislature, visited The Tribune for the purpose of selling

## TRIBUNE SCOOP OPENS LORIMER CASE

a story of corruption in the election of William Lorimer, and other legislative acts.

Tribune reporters were hastily rushed to various points in Illinois in order to check up as far as possible on the charges which he made. All the information which could be secured seemed to corroborate them, so his story was purchased and published in The Tribune—the famous Lorimer and “jack-pot” story. After an unprecedented deadlock, which persisted through the first months of 1909, William Lorimer, Congressman and Republican boss from Chicago, had been elected to the United States Senate from Illinois by a most extraordinary combination of Republicans and Democrats. White, a Democrat, related in detail how he and other Democratic legislators had been promised money for their votes.

Part of the money was due the legislators as their share of the “jack-pot” created by contributions from various interests for which bills were killed or passed, and part of it was in direct payment for Democratic votes for a Republican Senator.

Investigations were immediately begun by grand juries in Cook and Sangamon Counties. Mike Link and J. C. Beckemeyer, two of the Democratic legislators, accused by White as members of the group paid off at the same time he was, confessed to the Cook County Grand Jury.

States Attorney Edmund Burke, in Springfield conducting an independent investigation, unearthed many corroborative facts. By representatives of office furniture concerns, he was told that certain state senators had extorted bribes as a condition precedent to the purchase of furniture for the Senate Chamber. He developed the fact that even small fishermen along the Illinois River had been forced to contribute to the “jack-pot” in order to prevent the passage of legislation which would have injured their business. Senator Holstlaw, a Democrat, a banker at Iuka, Illinois, and a pillar in his church, confessed that he had been paid for his vote for Lorimer and had gone to the

## LORIMER ISSUE FOUGHT FOR YEARS

notorious West Madison Street saloon of a fellow senator to receive the cash.

States Attorneys J. E. W. Wayman of Cook County and Edmund Burke of Sangamon County prosecuted the resulting indictments with energy, but every case was lost. The reason was not long concealed. Two Chicago jurymen accused an attorney for one of the defendants of failing to pay them the amounts promised for their votes as jurymen for acquittal. Cases for jury bribing succeeded those for legislative bribing, but without convictions.

The charges against Lorimer were brought up in the United State Senate and after an investigation the Senate decided in his favor.

The Lorimer case originated as a piece of startling news submitted to The Tribune for publication and daringly published. As the case developed so many additional facts The Tribune undertook to fight for the prosecution of the guilty and the unseating of Senator Lorimer with all possible vigor. Editorials and cartoons aroused not only Chicago and Illinois, but the entire United States. Whether or not Lorimer's election had been bought became a national issue. The close of 1910 found The Tribune apparently beaten and Lorimer vindicated all along the line.

But the fight was not over. When the Illinois legislature convened in January, 1911, The Tribune proposed that it investigate the manner in which the preceding legislature had elected a United States Senator. H. H. Kohlsaatt in his Record-Herald printed the charge that a fund of \$100,000 had been instrumental in securing Lorimer's election. The State Senate appointed a committee in charge of Senator Helm, of Metropolis, which began seeking evidence along a new line. It endeavored to find out where the money came from with which the corrupt legislators had been paid.

Clarence Funk, general manager of the International Harvester Company, testified before this committee that a Chicago multimillionaire had asked him to contribute to

## TRIBUNE SECURES PRESIDENTIAL PRIMARY

a fund for paying the expenses of Lorimer's election. Other evidence of the same nature was developed by the Helm committee as the result of which the case was reopened by the United States Senate. And, after going into the new evidence, a vote was taken and Lorimer's seat was declared vacant.

The Tribune has been highly praised and bitterly blamed for its tactics in the Lorimer case. The vehemence with which it fought on after Lorimer had secured his "vindication" aroused the enmity of Lorimer's innumerable friends. These friends have sought to blame The Tribune for the failure of Lorimer's bank, but it has been clearly shown by trials in the criminal courts that this failure was due to corrupt banking and not to Tribune publicity.

To The Tribune, Lorimer was a symbol of a vicious political system which it had always fought and which it is still fighting. Lorimer has long ceased to be a factor, but the fight against all that he represented still goes on. At the time the Lorimer case was at its height a faction of Republicans, of which he had been boss, organized what was known as the Lincoln League to fight their battles. Prominent in this League were Len Small, now Governor of Illinois; Wm. Hale Thompson, now Mayor of Chicago; and Fred Lundin, boss of the "Thompson" Republicans. Against these men The Tribune is still fighting the war for clean government of which the Lorimer case was one spectacular battle.

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Always enthusiastically for Roosevelt, The Tribune was insistent that he should run for President in 1912. Early in that year, when Roosevelt was consistently refusing to oppose Taft, The Tribune undertook to secure a direct primary in Illinois which would prove conclusively that the people were still eager for "T. R."

There was no law providing for a presidential primary in Illinois and the legislature was not scheduled to meet until January, 1913. The Tribune urged Governor Deneen



## AMAZING ADVERTISING GROWTH BEGINS

to call the legislature in special session. Deneen refused. Time grew short. The Tribune hammered away, arousing public sentiment.

At last the governor promised that he would call the legislature if, within a specified brief interval, The Tribune secured definite pledges from a two-thirds majority of the senate and house to vote for the desired legislation.

The Tribune undertook the task with enthusiasm and determination. At 3 o'clock on the morning of the last day it had two less than the required number of men, but the "final" edition that morning carried the full list of pledged legislators. The law was passed. The primary was held. Roosevelt won decisively over Taft.

Then began the fight for progressive principles, and later for Roosevelt, although it never supported the Progressive Party. The Tribune has been steadfastly Republican, but it considered Roosevelt a better Republican under any label than Aldrich with the party organization in his pocket, and it never felt bound to support corrupt local machines simply because their candidates were listed under the Republican circle.

\* \* \*

Up to this time advertising has figured little in Tribune history. The Tribune's substantial circulation among the best classes of Chicago and the Central West attracted a considerable volume of advertising. The Tribune had always been free to be independent in its utterances because it was a profitable commercial institution.

In 1905 there were only seven employees in the advertising department. Then a more intensive solicitation of Want Ads was begun. New uses and new users for this type of advertising were discovered and developed. A similar process was undertaken as to display advertising and in 1910 The Tribune printed, not only more advertising than appeared in any other Chicago newspaper, but more than appeared in any other newspaper in the six largest cities of the United States.

## ADVERTISING ADVERTISING BOOMS CIRCULATION

Now came a conception of the economic value of advertising—its already great and potentially tremendous importance to readers.

In the winter of 1911-1912 a determined effort was being made by large financial interests to revive the rather decrepit Record-Herald, successor to The Herald, The Record and The Times. Money was being spent like water to secure circulation. Clocks, arm chairs, sets of dishes, etc., were being given as premiums, and Record-Herald circulation was soaring.

The Tribune had offered premiums in the past to secure circulation, but in this emergency they were discarded—and have never been used since. Instead, an entirely novel idea was worked out. This idea was to secure circulation and checkmate the plans of The Record-Herald by advertising Tribune advertising.

A splendid campaign was prepared and run not only in The Tribune, but also in three leading evening newspapers. The plan was to advertise the advertising in The Tribune and thereby make it still more productive to the advertiser and more serviceable to the reader. Within six weeks an increase of 20,000 in Sunday circulation was credited to this advertising.

Hundreds of thousands of readers had their attention focused on one division of Tribune advertising after another—shoes, bonds, flowers, hats, etc. Volume of advertising soared even faster than circulation and The Record-Herald was definitely and finally distanced.

\* \* \*

The immediate success of its local advertising encouraged The Tribune to launch a campaign in other cities seeking advertising from manufacturers. Copy telling of the power of The Tribune in its market—The Chicago Territory—was run in newspapers in sixteen major cities. A direct mail campaign supplemented the newspaper advertising both locally and nationally.

## MERCHANDISING OF ADVERTISING DEVELOPED

As a result of becoming an extensive buyer as well as seller of advertising, The Tribune during 1912 gained 1,600 columns over 1911, and was the only Chicago paper that did score a gain in advertising.

Development of advertising solicitation was pushed vigorously. A copy and art department was started to assist local advertisers and a merchandising service department began the organization of assistance to manufacturers. The work of this department is told in detail in the chapter on the Advertising Division, page 193. By advancing and living up to the theory that retailers should be *persuaded* to stock any product before it is advertised, not *forced* to stock it by means of advertising, The Tribune has done much to take the "blue sky" out of advertising.

Hundreds of newspapers have studied what The Tribune has done in this field, and have been assisted by The Tribune in developing similar departments for themselves. The Tribune has been a large factor in showing the business world how to "merchandise" advertising systematically and profitably.

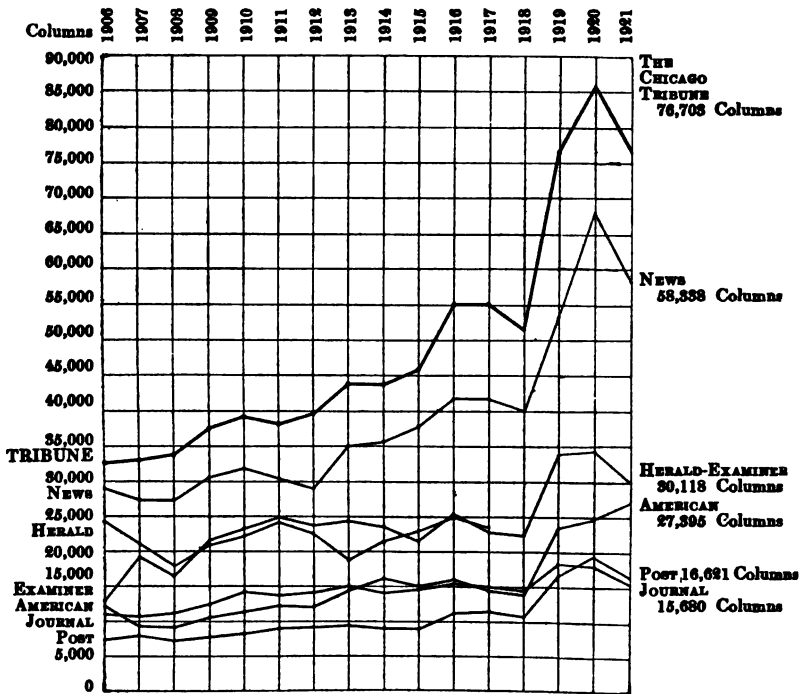
\* \* \*

More care in the censorship of advertising had gone hand in hand with its increase in volume. In three striking instances The Tribune felt it necessary, not only to bar a class of advertisers from its columns, but also to expose them. Crusades, ultimately of national import, were launched against loan sharks, "men's specialist" medical quacks, and clairvoyants.

To crush the loan sharks, The Tribune enlisted the assistance of eighty Chicago attorneys who volunteered to give their services free in fighting the usurers. Victims were invited to submit their cases to The Tribune, where the facts were analyzed and recorded. Each one was then assigned to a competent lawyer. Daniel P. Trude, now a judge, headed the group of lawyers and donated practically all of his time to the work for more than a year.

Judge Landis, long known as a foe of the extortioners, presided in the bankruptcy court and was a tower of strength

## Advertising Lineage in Chicago Newspapers 1906 — 1921



*THE TRIBUNE printed 789,405 columns during the sixteen year period, which is 106% more than was printed by the next morning paper and 27% in excess of the leading evening paper.*

(Columns: 300 AGATE LINES)

YEAR	TRIBUNE	HERALD	EXAMINER	NEWS	AMERICAN	JOURNAL	POST
1906	32,604.52	23,972.80	12,711.04	29,253.45	12,135.05	11,116.66	7,426.41
1907	33,107.03	21,406.41	19,735.10	27,524.09	9,119.53	10,497.45	8,171.49
1908	33,656.86	18,562.86	16,778.23	27,355.49	8,920.31	10,908.08	7,033.40
1909	37,814.85	21,120.00	21,522.60	30,494.93	10,583.09	12,659.44	7,665.65
1910	39,345.41	22,389.44	23,255.97	31,924.32	11,776.82	13,906.32	8,170.77
1911	38,082.55	24,480.68	24,661.52	30,729.58	12,455.23	13,605.69	9,277.96
1912	39,739.95	22,353.69	23,807.57	29,225.08	11,835.04	14,261.08	9,364.53
1913	43,676.27	19,298.89	24,608.35	35,290.15	14,574.90	14,988.17	9,698.77
1914	43,502.59	21,480.72	23,801.39	35,834.01	15,990.33	14,208.82	9,312.64
1915	45,886.55	22,944.82	21,608.13	37,433.13	14,939.37	14,465.58	9,340.00
1916	54,974.66	25,106.83	25,657.33	42,030.29	16,076.90	15,350.51	11,501.59
1917	54,891.50	23,680.87	23,331.45	41,988.42	14,678.60	15,023.15	11,771.55
1918	51,888.10	* 6,230.60	†22,786.74	40,139.47	13,406.57	14,234.23	10,835.94
1919	77,777.23	.....	†33,885.13	53,397.13	22,887.86	18,312.97	16,650.81
1920	85,753.57	.....	†34,342.55	67,989.27	24,789.46	18,008.66	19,529.24
1921	76,703.31	.....	†30,118.97	58,338.91	27,395.88	15,680.22	16,621.41

\*Herald discontinued publication May 2, 1918.

†Examiner and Herald-Examiner combined.

†Herald-Examiner.

## AD-CENSORSHIP LEADS TO WAR ON QUACKS

to the campaign. One notorious shark committed suicide. A number decamped for other cities. Disbarment proceedings were begun against a lawyer loan shark. Interest payments running up to several hundred per cent were revealed as quite common. Hundreds of unfortunates were released from the jaws of the sharks. Names of victims were not used in The Tribune.

News of the battles aroused such public sentiment that the legislature was led to pass remedial laws, and eventually the other Chicago papers even found it advisable to eliminate loan shark advertising.

After routing the loan sharks The Tribune turned its attention to a group of medical sharks, whose extravagant claims and bearded faces crowded the columns of other papers.

Reporters, carefully examined and found physically sound, were sent to call on these "men's specialists." Almost invariably the "specialist" at a glance discovered all the symptoms of venereal disease and sought to terrify his patient into the payment of fat fees.

The Tribune's stories resulted in the elimination of this sort of fake advertising from Chicago newspapers, and many of the "quack docs" left the city. The series of stories was reprinted in book form by the American Medical Association and given wide circulation.

The Tribune's exposures of clairvoyants led to criminal prosecutions in which it was shown that payments of graft to police and of newspaper advertising bills were their chief expenses.

The Tribune's financial censorship was made more and more stringent and extended to Want Ads as well as to Display Advertising. A complete code of rules governing the admissibility of financial advertising was printed, the first code of its kind ever issued.

When the Illinois legislature passed a "Blue Sky" law many concerns which had been barred from The Tribune qualified under it and then hastened to The Tribune with

## COMPETITION INTENSIFIED BUT TRIBUNE WINS

their ads, confident that they would now be permitted to buy space. To their surprise they found The Tribune far more strict than the state "Blue Sky" commission. Unless they met Tribune requirements for the protection of investors, their money was refused.



The Tribune went beyond this and established a department known as the Investors' Guide, which by letter and through the columns of The Tribune has replied to more than one hundred thousand specific inquiries concerning the character of investments.

\* \* \*

In 1911, The Tribune had won its battle with the Record-Herald and that paper had declined steadily. In 1914, however, it was combined with the Inter-Ocean under the name Chicago Herald. It had the backing of big local advertisers and of some of Chicago's greatest fortunes. The new paper set out to compete vigorously for advertising and circulation.

Net results may be summarized in the following tabulation of Chicago Tribune circulation and advertising:

	1914	1921	
Advertising (columns)...	43,503	76,703	33,200
March Statements			
	1914	1922	Gain
Daily Circulation.....	261,278	499,725	238,447
Sunday Circulation.....	406,556	827,028	420,472

Considering the increases in rates necessitated by the war, this means that after sixty-seven years of steady progress, The Tribune *doubled* its circulation and advertising receipts during the past eight years. The Herald, after

## 1914 TO 1922 SHOW SWIFTEST GROWTH

four years of struggle, was absorbed by Hearst's Chicago Examiner in 1918, and the name of the latter paper changed to The Herald and Examiner.

Such amazing growth as The Tribune has made during the past eight crowded years is analyzed only with difficulty by one so close to it, but it cannot be passed over if we are to give any true conception of what The Chicago Tribune is.

## FINAL WAR EXTRA The Chicago Daily Tribune.

VOLUME LXVIII—NO. 100,000—WEDNESDAY, AUGUST 5, 1914—TWENTY-TWO PAGES—TWO PARTS. • • • PRICE ONE CENT (BY MAIL, \$2.00 PER ANNUM IN ADVANCE.)

### NAVAL BATTLE IMPENDS; BRITISH SHIP SUNK

# ENGLAND AT WAR

### MARTIAL LAW IN ANTWERP; GERMANS EXPELLED

LONDON, AUG. 5, 5 A. M.—A British mine laying ship has been sunk by a German fleet. The British torpedo boat destroyer Pathfinder was pursued by the fleet but escaped.

ANTWERP, Aug. 5.—Serious anti-German rioting occurred today. A mob sacked the German cafes and tore the escutcheon from the German consulate. The police being unable to check the disorders, the military governor placed the city under martial law and ordered the expulsion of all German residents.

#### RANCE HURLS DEFIANCE AT GERMAN ALLIES

Arion Ready to Fight  
Any Country Which  
Supports Kaiser.

#### 'BEAVER TELLS STARK

The first of the world's great naval battles is expected to take place in the English Channel tonight. The British fleet, under the command of Admiral Jellicoe, is believed to be in position to meet the German fleet, which is expected to sail from the Baltic Sea. The British fleet is reported to consist of 27 battleships, 15 cruisers, and 15 destroyers. The German fleet is reported to consist of 16 battleships, 10 cruisers, and 10 destroyers. The British fleet is believed to have a superior advantage in the number of battleships and in the range of its guns. The German fleet is believed to have a superior advantage in the number of cruisers and in the speed of its ships. The battle is expected to be one of the most decisive of the war.

#### 'TO ARMS!' IS BELGIAN CRY; FUND VOTED

Declares \$40,000,000  
to Help German  
Invasion.

#### 'BEAVER TELLS STARK

The first of the world's great naval battles is expected to take place in the English Channel tonight. The British fleet, under the command of Admiral Jellicoe, is believed to be in position to meet the German fleet, which is expected to sail from the Baltic Sea. The British fleet is reported to consist of 27 battleships, 15 cruisers, and 15 destroyers. The German fleet is reported to consist of 16 battleships, 10 cruisers, and 10 destroyers. The British fleet is believed to have a superior advantage in the number of battleships and in the range of its guns. The German fleet is believed to have a superior advantage in the number of cruisers and in the speed of its ships. The battle is expected to be one of the most decisive of the war.

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#### KAISER GETS ONE BILLION FOR WAR USE

Parliament Passes Bill  
to Provide Fund to  
Pay Expenses.

#### 'BEAVER TELLS STARK

The first of the world's great naval battles is expected to take place in the English Channel tonight. The British fleet, under the command of Admiral Jellicoe, is believed to be in position to meet the German fleet, which is expected to sail from the Baltic Sea. The British fleet is reported to consist of 27 battleships, 15 cruisers, and 15 destroyers. The German fleet is reported to consist of 16 battleships, 10 cruisers, and 10 destroyers. The British fleet is believed to have a superior advantage in the number of battleships and in the range of its guns. The German fleet is believed to have a superior advantage in the number of cruisers and in the speed of its ships. The battle is expected to be one of the most decisive of the war.

#### GREAT BRITAIN ACTS WHEN KAISER DEFIES BELGIAN NEUTRALITY

LONDON, Aug. 4 (Received 4:44 P. M.,  
Chicago time).—Great Britain declared war  
on Germany at 7 o'clock tonight.

#### 'BEAVER TELLS STARK

The first of the world's great naval battles is expected to take place in the English Channel tonight. The British fleet, under the command of Admiral Jellicoe, is believed to be in position to meet the German fleet, which is expected to sail from the Baltic Sea. The British fleet is reported to consist of 27 battleships, 15 cruisers, and 15 destroyers. The German fleet is reported to consist of 16 battleships, 10 cruisers, and 10 destroyers. The British fleet is believed to have a superior advantage in the number of battleships and in the range of its guns. The German fleet is believed to have a superior advantage in the number of cruisers and in the speed of its ships. The battle is expected to be one of the most decisive of the war.

#### GREAT NAVAL BATTLE AT HAND; RUMORS OF CLASHING FLEETS.

LONDON, Aug. 5, 5 A. M.—(Special Correspondent's  
wire).—The situation in the English Channel is  
believed to be critical.

#### 'BEAVER TELLS STARK

The first of the world's great naval battles is expected to take place in the English Channel tonight. The British fleet, under the command of Admiral Jellicoe, is believed to be in position to meet the German fleet, which is expected to sail from the Baltic Sea. The British fleet is reported to consist of 27 battleships, 15 cruisers, and 15 destroyers. The German fleet is reported to consist of 16 battleships, 10 cruisers, and 10 destroyers. The British fleet is believed to have a superior advantage in the number of battleships and in the range of its guns. The German fleet is believed to have a superior advantage in the number of cruisers and in the speed of its ships. The battle is expected to be one of the most decisive of the war.

# The World War and After

1914-1922

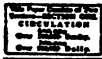
**D**URING the months which immediately preceded the opening of the World War in 1914, The Tribune laid a foundation for new records in circulation and advertising. The first step was to capitalize the soaring motion picture craze for Tribune benefit. This was done in three ways.

First, The Tribune originated the idea of printing a daily directory of motion picture theaters and their attractions. Advertising men said it couldn't be done, that a neighborhood theater could not afford to pay Tribune rates to print its program when only a few thousand out of The Tribune's hundreds of thousands of readers are prospective patrons. It was stiff pioneering work for the advertising department, but the Motion Picture Directory is now a solidly established feature of The Tribune. It is a service highly valued by readers. It is profitable to advertisers. It brings in more revenue to The Tribune than all other forms of amusement advertising combined. The marvelous development of the motion picture industry is in turn greatly indebted to the large advertising which it used while the older forms of amusement stood conservatively inert.

Second, The Tribune originated the idea of printing a serial story in conjunction with its picturization in the movies. The Adventures of Kathlyn was the first serial thus filmed. It was advertised extensively and sent the circulation of The Sunday Tribune swiftly upward.

Third, when the World War dwarfed everything else on earth The Tribune not only covered it with staff correspondents, but sent its own motion picture photographer to the front in Belgium, in Germany, in Poland and in Russia. These "War Movies of The Chicago Tribune"





# "SINK ALL SHIPS"—KAISER

## MALONE SHUTS NEW YORK PORT TO ALL SHIPS

Neutral and Delivered Vessels Barred from Porting to Sea.

NEW YORK, Jan. 31.—The port of New York today was closed to all ships except those of the United States and those of the United Kingdom. The closure was ordered by the United States government as a result of the German decree to sink all ships.

The closure of the port of New York today was a direct result of the German decree to sink all ships. The United States government has ordered that all ships, except those of the United States and those of the United Kingdom, be barred from porting to sea.

## ROOSEVELT

United States President

President Roosevelt today issued a decree ordering that all ships, except those of the United States and those of the United Kingdom, be barred from porting to sea.

The decree issued by President Roosevelt today was a direct result of the German decree to sink all ships. The United States government has ordered that all ships, except those of the United States and those of the United Kingdom, be barred from porting to sea.

## PRESS VIEWS GERMAN NOTE IN GRAVE TONE

Some Hold Worst View—World Hand Perspective

Some hold the worst view of the German note, which is a direct result of the German decree to sink all ships. The United States government has ordered that all ships, except those of the United States and those of the United Kingdom, be barred from porting to sea.

The German note, which is a direct result of the German decree to sink all ships, has been received in a grave tone by the press. Some hold the worst view of the note, while others hold a more optimistic view.

## DRAWS DEADLINE ABOUT EUROPE; BARS VESSELS OF NEUTRALS; U. S. ALLOWED ONE BOAT WEEKLY

BERLIN (via Sparta wireless), Jan. 31.—Germany formally served notice on America and on the neutral nations of the world today that she has been forced "to do away with the restrictions which have been imposed upon her fighting means on the sea."

The German decree to sink all ships, which is a direct result of the German decree to sink all ships, has been received in a grave tone by the press. Some hold the worst view of the note, while others hold a more optimistic view.

The German note, which is a direct result of the German decree to sink all ships, has been received in a grave tone by the press. Some hold the worst view of the note, while others hold a more optimistic view.

## U. S. IS FACING PERIL OF BREAK WITH GERMANY

Wilson May Follow Threat Made in His Note on Sussex Case

Wilson may follow the threat made in his note on the Sussex case, which is a direct result of the German decree to sink all ships. The United States government has ordered that all ships, except those of the United States and those of the United Kingdom, be barred from porting to sea.

The German note, which is a direct result of the German decree to sink all ships, has been received in a grave tone by the press. Some hold the worst view of the note, while others hold a more optimistic view.

**All Records Broken**

Advertising Printed by The Tribune

January, 1917 (18 Sundays).....\$4.00 10 columns

January, 1918 (18 Sundays).....\$5.25 20 columns

July, 1917 (18 Sundays).....\$6.00 30 columns

The biggest increase in The Tribune's history

For more advertising rates see other Chicago pages

**The Chicago Tribune**

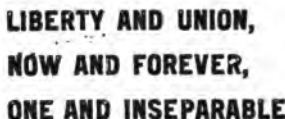
The World's Greatest Newspaper

Published Daily Except Sundays and Holidays

Subscription Office: 120 N. Dearborn St., Chicago, Ill.

HERE is the first of a striking series of three pages which review our entry into the War. On February 1, 1917, Germany announced unrestricted submarine warfare. The Kaiser did not know it, but that edict was summoning three million American soldiers to France.

**AT EVERY MASTHEAD**



Congress will authorize the president to commission all judges.

82



## TRIBUNE MILITANTLY AMERICAN THROUGHOUT WAR

were shown to vast audiences in all the large cities of the United States as well as in Chicago.

As circulation began to soar The Tribune took unprecedented measures for safeguarding its supply of raw materials. The story of its paper mill and timber lands is told in subsequent chapters of this book.

\* \* \*

The Tribune's stand throughout these stormy years was militantly American. We fought desperately for preparedness, and urged that American rights be vigorously and fearlessly upheld, whether against German submarines or Mexican bandits.

In 1916 we published a serial story entitled "1917," which pictured vividly the dangers of unpreparedness. It showed, with military accuracy, how the victor in the European War could overrun the United States. It was hung on the thread of personal adventure and love, but great care was taken that all military statements should be correct. It was a strong influence for preparedness and caused an enormous increase in Tribune circulation.

When on February 1, 1917, Germany proclaimed unrestricted submarine warfare, we recognized that war was inevitable and exerted every ounce of strength to insure swift and decisive victory.

When war was declared two months later, The Tribune was already driving ahead with full force. It supported conscription, food, and fuel conservation, and the sending of a great army to France.

Its editors and publishers were in the vanguard of that army. During the absence of the editors in military service, William H. Field was in charge of The Tribune.

\* \* \*

"Morale" was a word that came into wide use during the war. The morale of military forces and of civilian populations vastly concerned those responsible for the success of our armies. The Tribune had, of course, been functioning steadily in maintaining the morale of the home folks, but realizing the terrible homesickness of American

## UNIQUE NEWSPAPER PRINTED IN PARIS

doughboys in a foreign country, The Tribune, at the suggestion of Joseph Pierson, one of the editorial staff, determined to act in a unique manner to upbuild the morale of our overseas troops.

With this purpose, The Tribune began the publication of an English daily newspaper in Paris, known as the Army Edition of The Chicago Tribune. The first number was issued July 4, 1917, the very day that the first American troops marched through the streets of the French Capitol. At great expense and in the face of almost overwhelming obstacles this novel newspaper was printed and distributed.

Since it was published mainly to give the boys up-to-the-minute news from home, cable tolls were tremendous. Censorship, both French and American, complicated editorial problems. Since the type had to be set by men who understood no word of English, mechanical difficulties were multiplied. Since it had to be delivered each day through a war-torn country to scattered, shifting groups of soldiers whose locations were kept secret by censorship regulations, circulation problems hitherto unheard of were presented. Bundles were delivered to front line trenches by aeroplanes. French newsboys sold Chicago Tribunes wherever American troops were quartered. Soon the Y. M. C. A., Knights of Columbus, Salvation Army, and Jewish Welfare Board were enlisted in distributing Tribunes to the units they served.

William Slavens McNutt, in Collier's Weekly of July 6, 1918, relates the following experience at the front:

I went back up the trench and talked with the men there again.

"Anything much doing lately?" I asked after a while.

"Pretty quiet. We put over a good raid night before last, though. Got some prisoners."

"That so? Tell me about it."

"It's all in the paper here. Hey, Jim."

"Yes?"

"Hey, listen: Bring up that paper with the piece in it about the raid here the other night, will you?"

A soldier came up and handed me a daily paper. I was at the front. I sat there on a fire step in a front-line trench with that Paris edition of a daily paper on my knees and read—mind you, I read—the account of the raid that had started from the American wire from within a short distance of where I sat.

## "ARMY EDITION" BECOMES "EUROPEAN EDITION"

I read it, and looking over my shoulder, eagerly reading it with me, line for line, stood men whose clothes were in tatters, torn by the wire as they had gone across on the raid we were all reading about.

So popular did the Army Edition of The Tribune become that notwithstanding all its hardships it eventually made money. When it was started a pledge had been made that any profits derived from it would be devoted to army charities. On November 30, 1918, a balance was struck and it was found that profits amounting to 106,902.87 francs had been made. A check for this amount was forwarded

Personal.

AMERICAN EXPEDITIONARY FORCES  
OFFICE OF THE COMMANDER-IN-CHIEF  
France, January 27, 1919.

Mr. M. F. Murphy, Manager,  
The Chicago Tribune, Paris.

My dear Mr. Murphy:

I received your letter of January 10th, enclosing the check to my order for 106,902.87 francs, which represent the profits of the Army Edition of the Chicago Tribune to the end of November, the month in which the armistice was signed, to be used for such purposes, connected with the men of the Expeditionary Forces, as I may deem wise.

I cannot hope to express to you adequately the thanks of the American Expeditionary Forces for this. You have rendered a signal service to us all in the publication of your newspaper and in your consistently generous and helpful attitude to officers and men in this war. Now you have placed us still further in your debt by your generosity.

It requires some study on my part before deciding how this fund may best be used in accordance with your desires. I will communicate further with you when I have reached a decision.

Again I wish to extend to you my hearty personal thanks for your generosity.

Sincerely yours,

*John J. Pershing*

## EUROPEAN EDITION SECURES PEACE TREATY

to General Pershing who replied thanking The Tribune for its services.

The name of the paper was then changed to The European Edition of The Chicago Tribune and it has been published as a militant exponent of Americanism in Europe. Interest in it has steadily grown on the part of thousands of American tourists and business men in Europe. It is quoted regularly by hundreds of newspapers in every part of Europe.

During the negotiation of the Peace Treaty it played a highly important part, a fact testified to by members of the American delegation to Versailles. It secured the famous Peace Treaty scoop of 1919.

The following 268 men left The Tribune to serve in the World War. They were guaranteed re-employment on their return:

Abrams, Solomon, Private, S. A. P. Reconnaissance  
Airey, Dennis D., Seaman 2nd Class, U. S. N. R. F.  
Anderson, Fred P., Quartermaster 2nd Class, U. S. N. A. C.  
Arries, Leonard R., Private, Base Hospital No. 13. Died.  
Beatty, Gilbert A., Student Officer, S. A. T. C.  
Beatty, John P., Apprentice Seaman, U. S. N. R. F.  
Bell, Harry, Private, 122nd Field Artillery.  
Benedict, R. E., Private, U. S. Marines.  
Benham, Clyde S., Corporal, U. S. A. S. C.  
Benson, Harry C., Sergeant, 111th Ord. Depot.  
Berglund, Edwin G., Private, 103rd Infantry.  
Bierma, Albert, Private, 342nd Infantry.  
Bjornson, Olaf, Lds. 4th Class, Unit K, West U. S. Naval Base.  
Black, Stanley, Musician 2nd Class, U. S. N. Naval Air Base.  
Blake, Robert J., Corporal, 149th Field Artillery.  
Blend, Wilton R., Lieutenant (J. G.), U. S. N. R. F.  
Blossom, Malcolm H., Storekeeper 3rd Class, U. S. N. R. F.  
Bober, Edward, Electrician 2nd Class, U. S. S. Culgoa.  
Boley, Wilson N., Driver, Auto Con's S. S. U. 646.  
Bowers, Ashley, Private, 161st D. B.  
Brado, William, Seaman 2nd Class, U. S. S. Commodore.  
Brander, John, Private, 344th Infantry.  
Brewer, Frank M., Second Lieutenant, F. A. R. C.  
Brinkerhoff, Geo. H., Private, U. S. A. A. S.  
Buckley, Charles J., Lieutenant, A. S. R. C. Killed.  
Burgee, Henry V., Sergeant, 122nd Field Artillery.  
Burke, Hubert H., Student Officer, A. R. O. T. S.  
Burke, Joseph H., Private, Ambulance Co. No. 47.  
Burke, Thomas A., Seaman 1st Class, U. S. S. Lake Elizabeth.  
Burket, Sanford L., Jr., Private, 21st Infantry.  
Burns, Edward H., Jr., Sergeant, Co. 8, 2nd Extension Camp.  
Burritt, Richard C., Private, 122nd Field Artillery.  
Campbell, Harold R., Private, U. S. A. A. C.  
Carr, Willard C., Sergeant, 122nd Field Artillery.  
Chase, Al., Apprentice Seaman, U. S. N. R. F.  
Christopher, Joseph P., Private, Chemical Warfare Service.  
Classen, Edward F., Student, U. S. N. R. F.  
Cleary, William J., Corporal, Co. E, 5th Regiment.

Cloud, Holman R., First Lieutenant, Par. B. C. M.  
Cochrane, Thos. J., First Lieutenant, 122nd Field Artillery.  
Cooper, James W., Sergeant, U. S. A. M. P.  
Coughlin, Eugene J., Apprentice Seaman, Armed Guard Det., U. S. N. R. F.  
Covington, Euclid M., Second Lieutenant, U. S. A. A. C.  
Cratin, John E., Corporal, 49th Infantry.  
Crawford, Neal D., Private, U. S. M. R. C.  
Darling, Roy L., Private, 344th Infantry.  
Daunis, Dominick, Private, 161st D. B.  
Davis, Theodore, Ensign, U. S. N. R. F.  
Dean, Franklin A., Major, 29th Field Artillery.  
Dearborn, Allen B., Private, 149th Field Artillery.  
DeCaluwe, Philip, Seaman, U. S. S. North Dakota.  
Delhanty, Lawrence, Private, Quartermaster Corps.  
Donahay, William A., Private, 472nd Engineers.  
Dorsey, George C., First Lieutenant, A. S. R. C.  
Duffey, Charles W., First Lieutenant, 122nd Field Artillery.  
Duryea, Leo, Private, 7th Casualty Co.  
Engel, Jacob, Private, Co. 39th Ammunition Train.  
Erickson, Henry O., Private, Co. 16—Group 667.  
Erickson, Morris, Sergeant, 53rd Engineers.  
Farrell, William E., Seaman, U. S. S. Wyoming.  
Flagler, Elmer E., Sergeant, U. S. S. C.  
Flanagan, C. Larkin, First Lieutenant, 318th Infantry.  
Flanagan, William I., Sergeant, Prov. Hdqrs. Detachment.  
Flannery, George, Engineer 1st Class, U. S. N. R. F.  
Fletcher, Francis B., Seaman 2nd Class, U. S. N. R. F.  
Fry, Earl R., Private, U. S. A. A. S.  
Garonke, Walter, Mechanic, U. S. A. A. C.  
Gates, Carroll N., Private, U. S. N. A. S. Killed.  
Gerhardt, Frank P., Second Lieutenant, 122nd Field Artillery.  
Gilbert, John, Driver, 344th Infantry.  
Glasscock, C. B., Private, M. C. O. T. S.  
Goad, John M., First Lieutenant, R. F. C. Killed.  
Goddard, Paul, Private, 35th Infantry.  
Goldberg, Bernard, Private, 163rd D. B.  
Goldberg, Jack, Blacksmith, U. S. S. Delaware.  
Gray, Harold L., Candidate, C. O. T. C.  
Green, Eben, Corporal, 123rd M. G. B.  
Greene, Merton W., Student, U. S. N. R. F.  
Griebahn, Walter, Private, 149th Field Artillery.

# TRIBUNE ROLL OF HONOR—1917-1918—(Cont.)

Gross, Joseph, Private, 149th Field Artillery.  
 Haeger, Francis L., Captain, 27th M. G. B., Co. A.  
 Hampson, Phillip F., Sergeant, U. S. Medical Dept.  
 Hart, Kenney P., Clerk, 33rd Division.  
 Haskett, Harry, Private, 311th Engineers.  
 Heaney, Francis C., Second Lieutenant, U. S. A. C.  
 Henderson, John C., Second Lieutenant, U. S. N. A. C.  
 Herbeck, John, Private, 161st D. B.  
 Hess, Elmer, Private, 5th Anti Aircraft M. G. B.  
 Hessey, J. J. E., Sergeant, B. A. C.  
 Hilgartner, Dan E., Jr., Private, Co. E, 5th Regt. L. S.  
 Hinman, Albert G., Corporal, 159th D. B.  
 Hinman, George W., Jr., Captain, 143rd Infantry.  
 Hirschfeld, Jerome, Sergeant, U. S. A. C.  
 Hogarth, Cecil S., Corporal, 149th Field Artillery.  
 Holden, Alton W., Seaman 2nd Class, U. S. N. R. F.  
 Hollahan, Robert E., Second Lieutenant, U. S. A. C.  
 Hough, Joseph M., Private, Base Hospital No. 11.  
 Houlihan, Thomas A., Lds. Yeoman, U. S. N. R. F.  
 Houser, Alfred C., Candidate, C. O. T. C.  
 Howard, William, Seaman, U. S. Navy.  
 Hunt, Charles R., Sergeant, F. A. R. D.  
 Hunter, Kent A., Captain, 122nd Field Artillery.  
 Hutchinson, Herbert, Student, U. S. N. S. C.  
 Hyatt, Garth B., Sergeant, 313th F. S. B'n.  
 Hyde, Earl W., First M. Mate, U. S. N. A. C.  
 Jacobsen, Veder, Private, 27th Infantry.  
 Jenkins, E. M., Private, U. S. A. A. C.  
 Johns, J. Franklin, Seaman 2nd Class, U. S. N. R. F.  
 Jones, Rees D., Corporal, U. S. S. R. C.  
 Kane, Robert M., Fireman, U. S. S. Florida.  
 Karles, Charles, Private, B. H. No. 60.  
 Kasbeer, John H., Ensign, U. S. N. R. F.  
 Keir, Floyd E., Private, U. S. A. Medical Corp.  
 Kiley, Gerald, Private, U. S. A. A. S.  
 King, Alexander, Corporal, 602nd Engineers.  
 King, David E., Student, U. S. N. A. C.  
 King, Harry J., Private, U. S. A.  
 Kirk, Wallace F., Captain, 14th Field Artillery.  
 Kloud, Edward, Private, U. S. A. M. C.  
 Kohtz, Arthur R., Corporal, Motor Transport Corps.  
 Krah, Carl A., First Lieutenant, 18th Field Artillery.  
 Krum, Morrow H., Cadet, U. S. A. A. C.  
 LaChat, Frank H. G., Private, 602nd Engineers.  
 Lambert, Max S., Sergeant, U. S. A. A. S.  
 Lando, Abraham, Private, U. S. A. A. C.  
 Larson, Charles, Apprentice Seaman, U. S. N. R. F.  
 Larson, Edward L., Private, 161st D. B.  
 Lax, Max, Private, 335th Infantry. Died.  
 Leabater, John E., Seaman 2nd Class, U. S. N. A. C.  
 Lehrbas, Lloyd A., Second Lieutenant, U. S. A. C.  
 Lenz, Carl K., Seaman 2nd Class, U. S. N. R. F.  
 Lewis, Elmer M., Private, 341st Infantry.  
 Lingle, Alfred, Chief B'T'N'M'E, U. S. N. R. F.  
 Lippert, Thomas P., Private, U. S. F. A.  
 Loper, Walter A., Candidate, F. A. C. O. T. C.  
 Loucks, Ralph B., Sergeant, M. T. Base 7.  
 Lundberg, Oscar G., Sergeant, U. S. S. C.  
 MacArthur, Charles, Private, 149th Field Artillery.  
 Mackenberg, Jack, Private, Q. M. C.  
 Mackenzie, Herbert M., Private, 118th Field Artillery.  
 Maclean, Gordon A., Seaman 2nd Class, U. S. S. Wyoming.  
 Magner, James J., Seaman, U. S. N. R. F.  
 Maloney, J. Loy, First Lieutenant, 94th Aero Squadron, A. S. U. S. A.  
 Martin, Daniel B., Corporal, 122nd Field Artillery.  
 Martin, Ralph W., Private, Base Hospital No. 13.  
 Mather, Orion A., First Lieutenant, 342nd Infantry.  
 Meader, Amos K., Student, F. A. O. T. C.  
 Medary, George C., Second Lieutenant, U. S. M. C.  
 Meier, Harry C., Lds. for Yeoman, U. S. N. R. F.  
 Miesse, Richard, First Lieutenant, U. S. M. C.  
 Mohr, Lee J., Corporal, U. S. Medical Corp.  
 Monahan, C. P., Student, U. S. N. R. F.  
 Morrell, Rufus E., Sergeant, Ord. Train Corps.  
 Morrison, Donald C., Corporal, 108th Am. Train.  
 McCarthy, Edward, Sergeant, 8th Field Artillery.  
 McCarthy, Joseph, Private, 58th Pioneer Infantry.  
 McCormick, Robert R., Major, 5th Field Artillery, Colonel, 61st Field Artillery.  
 McCracken, Davis K., Jr., Private, Co. D, Regt. 37.  
 McGivena, Leo E., Cadet, U. S. A. A. C.  
 McGlone, Felix, Private, B. E. F. Killed.  
 McQuirk, Chas. J., Student, U. S. N. A. C.  
 McKenna, Andrew, Private, U. S. E.  
 McNamara, Paul H., Private, 344th Infantry.  
 Mugruer, Norman H., Lds. for Yeoman, U. S. N. R. F.  
 Murray, Frank H., Second Lieutenant, 18th Field Artillery.  
 Nelson, Paul E., Private, S. A. T. C.  
 Nessinger, Frank A., Corporal, 4th Prov. Regt.  
 Neuenfeld, William H., Private, U. S. S. C.  
 Nichols, Donald E., Sergeant, Hospital Unit No. 14.  
 Novak, Anthony, Gun's Mate, U. S. S. Benham.  
 Olson, Hilmer C., Private, 321st Infantry.  
 Olson, Hobart, Private, Hospital Unit No. 14.  
 O'Malley, Austin, Chief B'T'N'M'E, U. S. N. R. F.  
 Onderdonk, John A., Second Lieutenant, 149th Field Artillery.  
 O'Neill, Edwin S., Private, Heavy Tank Service.  
 Orban, Paul, Private, 5th Pioneer Infantry.  
 Palmer, Jack G., Sergeant, Co. D, 5th Battery.  
 Parker, Gilman M., Chief Yeoman, U. S. N. R. F.  
 Parrish, Russell L., Private, U. S. Hospital No. 12.  
 Partice, Daniel, Private, 47th Infantry.  
 Patterson, Harold A., Sergeant, 55th Infantry.  
 Patterson, Joseph M., Captain, 149th Field Artillery.  
 Pels, Wenzel A., Private, 122nd Field Artillery.  
 Persons, Ralph H., Private, U. S. S. C.  
 Peterson, Elmer S., Private, 124th Field Artillery.  
 Peterson, John M., Quartermaster 2nd Class, U. S. N. R. F.  
 Phelps, Norman J., Student, U. S. S. N. A. C.  
 Pohl, Joseph, Fireman 2nd Class, U. S. S. Texas.  
 Pollock, Bert Bernard, Apprentice, U. S. N. R. F.  
 Powers, William J., Private, Eng. Rep. Troop.  
 Price, Garrett, Lds. for Yeoman, U. S. N. R. F.  
 Prindle, Redmond L., Radio Electrician, U. S. S. Houston.  
 Pruitt, F. J., Student, U. S. N. R. F.  
 Purcell, John V., Apprentice Seaman, U. S. N.  
 Quigley, John, Private, Royal Canadian Dragoons.  
 Rapalee, Ernest W., Private, Hospital Unit No. 14.  
 Read, Thomas A., Chief B'T'N'M'E, U. S. N. R. F.  
 Rebscher, Frank G., Private, 117th Machine Gun Battery.  
 Reilly, Henry J., Colonel, 149th Field Artillery.  
 Renner, J. Conrad, Seaman 2nd Class, U. S. N. R. F.  
 Ristine, Richard H., Second Lieutenant, U. S. A. A. C. Killed.  
 Rose, Sol, Private, 149th Field Artillery.  
 Ryan, Quinn A., Sergeant, S. A. T. C.  
 Saladin, John, Apprentice Seaman, Naval Base No. 17.  
 Sargeant, Charles F., Private, 149th Field Artillery.  
 Sato, William, Chief Yeoman, U. S. N. R. F.  
 Sauck, Oscar, Electrician, U. S. N. R. F.  
 Schmidt, Fred, Private, 344th Infantry.  
 Schmidt, George, Private, 332nd Field Artillery.  
 Schmitt, Leslie D., Cadet, U. S. A. A. C.  
 Schroeder, Herbert C., Seaman 2nd Class, U. S. N. R. F.  
 Schulz, Rudolph G., Sergeant, 108th F. S. B.  
 Schwarz, Charles, Private, Co. 15, Jefferson Barracks, Mo.  
 Seiffe, Ralph, Yeoman 2nd Class, U. S. N. R. F.  
 Seivert, Emil, Radio Operator, U. S. N. R. F.  
 Shabbazian, Harry A., Private, 124th Infantry.  
 Shanley, John, Private, 27th Infantry.  
 Sharkey, Anthony F., Bandman, 57th Infantry.  
 Shaw, C. E., Candidate, F. A. C. O. T. S.  
 Sherwood, Harold B., Captain, 416th S. C. Bwy' B'n.  
 Sherwood, Merrill F., Corporal, Q. M. Corps.  
 Sisley, Raymond, Sergeant, Art School Det.  
 Smith, Chas. R., Private, 37th Infantry.  
 Smith, Frank M., Lieutenant, 165th Infantry.  
 Sommers, Ralph, Ensign, U. S. N. R. F.  
 Steffans, Chas. W., Private, Base Hospital.  
 Stevens, Arthur A., Private, U. S. Marines.  
 Stiemert, Richard A., Sergeant, C. M. G. T. C.  
 Stolz, Leon, Private, 36th Engineers.  
 Stone, Frank M., Corporal, Ordnance Dept.  
 Stoops, Herbert M., Second Lieutenant, U. S. F. A.  
 Stuehler, Arthur, Private, 122nd Field Artillery.  
 Swartz, Richard T., Corporal, 603rd Engineers.  
 Sweet, Melville S., Private, U. S. Marines.  
 Sweet, Oney Fred, Private, 333rd B. T. S.  
 Taylor, Lorane E., Lieutenant, U. S. A. A. C.  
 Thomas, Edwin B., Second Lieutenant, 333rd F. A.  
 Tilley, Carl A., Private, 106th Engineers.  
 Tipton, John F., Private, 33rd P. O. D. Co.  
 Tobin, William, Private, 22nd Prov. Ret. Co.



## TRIBUNE NEWS BEATS IN EUROPE

Trego, Stuart D., Sergeant Major, U. S. Coast Artillery.  
 Trude, Sam'l H., Jr., Lds. M'H'M'E, Co. O, 15th Regt., U. S. N. A. C.  
 Umbright, John M., Private, 58th Pioneer Infantry.  
 Van Horn, Archie M., Second Lieutenant, 129th Infantry.  
 Versailles, Oliver, Private, 132nd Infantry.  
 Victor, John Claude, Corporal, 130th Regt., 33rd Division.  
 Vorda, William, Yeoman 3rd Class, U. S. N. R. F.  
 Waldron, Jay C., Ensign, U. S. N. R. F.  
 Wallace, Edwin, Private, Machine Gun Bn.  
 Walsh, William E., Private, 108th Am. Train.  
 Ward, Joseph E., Student, U. S. S. Panama.  
 Warren, Garrett, Machinist 2nd Class, U. S. S. North Carolina.  
 Wassell, Elmer J., Student, U. S. N. R. F.  
 Watson, Mark S., Captain, Intelligence Section  
 Weaver, Hamilton, Private, U. S. F. A.

Webster, Ronald F., Major, C. O. T. S.  
 Weigle, Edward F., First Lieutenant, U. S. S. C.  
 Weston, John H., Private, U. S. Marines.  
 Weymouth, Daniel George, First Lieutenant, Base Hospital.  
 White, Charles H., First Sergeant, Signal Corps, 42nd Division.  
 Wieckers, Charles H., Private, 471st Engineers, Sub. Dept.  
 Wieckers, William H., Corporal, U. S. A. A. C.  
 Wiera, George S., Corporal, Co. T. S.  
 Willett, Robert L., First Sergeant, Base Hospital No. 114.  
 Williams, Orva G., Jr., Sergeant, Base Hospital No. 14.  
 Wirth, Orville L., Seaman, U. S. S. Hudson.  
 Woodman, Henry, Second Lieutenant, 30th F. A. T. B.  
 Zahringer, Eugene W., Second Lieutenant, 341st Infantry.

The Tribune has promoted a movement for the planting of memorial trees along American highways, commemorating every soldier who died in the World War.

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With the signing of the armistice The Tribune redoubled its efforts to cover international news adequately. Disappearance of battle lines and censorship opened the way to newspaper enterprise. Floyd Gibbons, Tribune war correspondent, and other stars were organized into a Foreign News Service of extraordinary power.

Gibbons achieved a spectacular scoop when he landed on the Irish coast after being torpedoed with the great liner Laconia in February, 1917. He was on hand when the first American soldiers set foot in Europe and kept pace with them until one of his eyes was shot out at Chateau Thierry. He was decorated by both French and American governments for his service. Under his direction The Chicago Tribune Foreign News Service has scored a notable series of scoops.

Frederick Smith, of The Tribune staff, making the journey by aeroplane, was the first American newspaper man in Berlin after the armistice. Frazier Hunt, another Tribune man, gave the world its first authentic, first-hand account of the Allied expedition to Archangel and later sent the first stories from Petrograd and Moscow after the Soviets seized Russia.

A spectacular scoop, which attracted the attention of the entire world, had its inception in Paris and its climax

**THE VILLAS**  
Crown's  
Fidelity

## FORETELLS COLLAPSE OF VICTORIOUS ARMIES

in Washington when The Chicago Tribune presented to the United States Senate a copy of the Peace Treaty which the Senate had sought in vain to secure from President Wilson. The Treaty had not been stolen, but had been given to the European Edition of The Tribune by a representative of one of the Powers participating in the Peace Conference and desirous of publicity.

Another extraordinary scoop was achieved by General Henry J. Reilly, of the United States Army and of The Tribune staff. General Reilly was sent to Poland at the time that the Bolshevik troops

were threatening to break through this barrier state and descend upon the rest of Europe. The Russian hordes had apparently overwhelmed Polish resistance and were within a few miles of Warsaw. All the great newspapers of the world had correspondents on the scene. All the great nations had their military observers. The prophecy from every one of these newspapers and from every capitol in Europe was that Warsaw was inevitably doomed.

In the face of practically unanimous contradiction, General Reilly, whose military rank had obtained him entree to the French General Staff, cabled a masterly analysis of the situation to The Tribune in which he stated positively and without qualification that Warsaw would not fall; that the

Bolshevik forces had spent their strength; that the Polish Army, notwithstanding its terrible retreat, was intact and undefeated; and that within a few days, instead of Warsaw in Russian hands, the Russians would be fleeing from

### THE TWILIGHT OF THE KINGS

Before establishing hell on earth, the plastic kings command their subjects to God, that the Lord's machine for the devil's work.

"And now I command you to God," said the king from his balcony to the people in the street. "Go to church and kneel before God and pray for his help for our gallant army."

Pray that a Russian dagger thrust into the chest shall be speedier with a bayonet thrust than a whizzbang taken from his waist in the Aisle; that a Berlin lawyer shall be quicker with the rifle than a Moscow merchant; that a machine gun manned by Haidouk students shall not jam, and that one courted by Paris courtesans shall.

Pray that a Slavonian hop grower, armed to a quiver in which he has no less, shall outshoot a wheat grower from Poland; that Communists from the East shall be hurled into barbed wire entanglements and caught by machine guns; that an undertaker from Haidouk shall blow the head off a leader from the East.

"Go to church and pray for help," that the hell shall be better in Moscow, Jerusalem than it is in equally innocent Rome; that it shall be better in Moscow, Rome than in equally innocent Paris.

And the plastic king commands his subjects to God that they may have strength of arm in a quarrel they do not understand; that they may suffer more "hellfire" than they are required to endure and the cause of Russia be greater than the name of Spasskoff, that it may be greater than the name of Haidouk, that its territory shall be wider, and the territory of Spasskoff and the territory of Haidouk less.

The plastic emperor of Austria commands his subjects to God, to seek divine assistance to crush the products of Berlin, dragged from the wheat field when it was ready for the scythe and given to the scythe themselves.

This is, we think, the last call of monarchy upon divinity when American walls are near. The kings worship God and call it God, but out of the machine will come, we think, a revolution fairly taken to have no more wheat growers and growers of corn, soldiers of war, miners and farmers, artisans and traders, sailors and merchants offered up with prayer to the Almighty in a final sacrifice, armed against each other without loss and without shame they have, 20.

If they have, would give a name which way it will develop.

This is the twilight of the kings. Western Europe of the people may be caught in this deluge, but never again. Western Europe of the kings will be remade and the name of God shall not give ground to a hundred square miles of broken bodies.

If divinity comes here it comes with a sword to deliver the people from the sword.

It is the twilight of the kings. The republic machine cast in Europe.

*The above prophetic editorial appeared in The Tribune of August 2, 1914.*

## FOUR MEN RACE TO RUSSIA

Poland. Then step by step he saw his prophecy fulfilled and cabled to The Tribune the swift Polish triumphs.

When Fiume in the hands of D'Annunzio fascinated an amazed world, Thomas Ryan, of The Tribune Foreign News Service, was on the spot. His vigorous stories of what was happening in the city so enraged the revolutionists that a clique of Fascisti broke into his room with the avowed intention of killing him, and his life was saved only by the presence of an American Army officer.

When the Soviets, driven by the starvation of millions of peasants, sought aid of the United States, The Chicago Tribune cabled to four of its correspondents and ordered each one to go to the famine zone as quickly as possible. It was considered that if any one of them reached the spot the effort would have been worth while. One man started from China across Siberia to enter Russia from the east; another sought to get in from the north; a third from the west; and a fourth from the south. Two of them succeeded: Floyd Gibbons, who went in from the west as a correspondent officially credited and recognized by the Soviet Government, and Larry Rue, who traveled from Syria, where he had been covering the operations against the Turks. Rue had no passports and was absolutely on his own. From Constantinople he crossed the Black Sea and the Republics of the Caucasus Mountains to the Caspian Sea; then up the Volga River to the very heart of the famine swept country. The Tribune's eye-witness stories of the famine were the first to reach America.

John Clayton, another Tribune correspondent who succeeded in entering Russia, secured such uncensored stories that he has been condemned to death by the Soviets.

Charles Dailey, The Tribune man who had been ordered to the Russian famine from China, was turned back when half way across Siberia. Later he gave to the world the first eye-witness account of the terrible Chinese famine

LAYING corner stone of  
Plant at St. Clair street  
and Austin avenue,  
June 7, 1920. Co-  
Editors and Publishers  
of The Tribune speak-  
ing—Col. R. R. Mc-  
Cormick at right—  
Capt. J. M. Patterson  
below.







*THESE steel steamers were built by The Tribune to carry pulp logs from our timber lands to our paper mill. Special design gives them larger capacity than any other boats navigating the St. Lawrence and Welland canals.*

*Note the high crow's nest, an innovation which enables these boats to navigate while others are held up by fog. The St. Lawrence has high banks between which low-lying fogs settle. From this crow's nest the banks can be seen above the fog and navigation continued.*

*As evidenced by the display given the names of these steamers, The Tribune believes in advertising—always.*

## ENGLAND MEETS IRELAND IN TRIBUNE OFFICE

of 1921. His stories brought to China millions of dollars worth of food.

In Peru, in Brazil, in Mexico, in Chile, staff correspondents of The Chicago Tribune have recorded great news beats during the past few years. Papers in South America have purchased from The Chicago Tribune the right to reprint exclusive Tribune news of South America; likewise newspapers in Europe have purchased from The Chicago Tribune the right to reprint its exclusive stories gathered in Europe.

One of the most important works of The Tribune Foreign News Service did not result in any notable scoop, but was of service to three nations: England, Ireland, and the United States. John Steele, correspondent of The Tribune in London, by reason of the confidence placed in him by the Sinn Fein leaders, as well as by Downing Street, was able to bring the English and the Irish together in informal conferences which preceded and made possible the negotiations of the Peace Treaty. Steele made repeated trips to and from Ireland to facilitate the conferences and often the representatives of Ireland and England met in The Chicago Tribune's London office.

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While scoring international scoops abroad The Tribune was exceedingly active at home.

When Henry Ford kicked over the lantern of history and offered himself, in 1916, as a new Moses to lead this people into a world of better opportunities and established peace, he found his way blocked by The Chicago Tribune, his authority questioned, his Americanism challenged. He did not get beyond that obstacle. It may be accepted as an historical fact that the summer of 1919 found Henry Ford's influence as a national educator destroyed.

Henry Ford instituted a suit for libel against The Tribune, claiming one million dollars' damages, because he was called an "ignorant idealist" and an "anarchistic enemy" of his country. The Tribune accepted this oppor-





## FORD'S LIMITATIONS EXPOSED BY TRIBUNE

tunity to present Fordism to the world. Mr. Ford found himself on trial.

Stripped of his "experts," forced from behind his wall of advisers and secretaries, taken away from his millions and presented as a man and a thinker, Henry Ford brought about his own downfall as a leader through the revelation of his peculiar unfitness to lead, the confession of his own bleak, dark ignorance of the things of which he preached. He was finally "acquitted" as an "anarchist." He became convinced on the witness stand that he was an "ignorant idealist." Instead of the million dollars in damages that he asked for, the jury gave him a verdict of six cents, plus six cents costs, twelve cents in all.

The Tribune fought Henry Ford as it fought the Copperheads in the Civil War. It was the fact of his millions and his assumed leadership of the pacifists of 1916 that brought him into this conflict. It was all impersonal. The Tribune went into this attack and spent hundreds of thousands of dollars because its editors looked upon Henry Ford as a menace to American unity and true American ideals. That will remain as the sole, undisputed motive in the case. All of Mr. Ford's efforts to show a "greedy, financial motive" failed.

Mr. Ford remains untouched in his reputation as a man of great inventive genius, as a business organizer, as a rightful factory king, and in the purity of his private life. The Tribune did not attack his character as a man. It dealt solely with him as a public force, as a mistaken, groping idealist who wished to proclaim the millennium at hand when the country rested over a powder mine; as a hasty, prejudiced thinker who sought to bring about a condition of things that would leave America as helpless as China. It was clear thinking against muddled thinking, experience against willful ignorance. The Tribune forced the whole Ford philosophy into the limelight despite efforts of the attorneys for Mr. Ford to escape this issue. That was the history of the trial.

## TRIBUNE PRAISED FORD AS INDUSTRIALIST

Words and the definition of words formed the meat of the case. In his new crusade for unpreparedness Mr. Ford had attacked several opponents by shouting murderer and criminal at them. Mr. Ford had set aside a trifle of \$1,000,000 to burn the phrase "war is murder" into the consciousness of the American people. But when he read in The Tribune one morning an editorial characterization of him as an "anarchist," he was hurt and shocked. And that was what the trial was all about.

When Mr. Ford instituted his "profit sharing" scheme in 1914, The Tribune accepted it at its face value and said editorially:

"The action of the Ford Motor Company offers a striking illustration of the new business conscience in action and is the more likely to be heeded, since it is not the act of visionaries and propagandists, but of exceptionally able and successful business men."

When Mr. Ford *ordered* his employees to make their homes more comfortable and to maintain an American standard of living, The Tribune said:

"The Ford plan of treating the worker is humane, American and modern."

On August 7, 1915, The Tribune said of Henry Ford:

"Mr. Ford should be a cheering exhibit to those who are sweeping the country for present day genius that compares with the railroad builders or the consolidators of a steel industry. He is giving the world the day's lesson."

Inside his factory, taking care of his employees, The Tribune respected Mr. Ford. When he stepped outside this sphere and began to advise the warring nations of Europe and the people of America The Tribune said he was a "voice from the dark."

It was the call for the mobilization of the national guard, issued June 18, 1916, which precipitated the clash between these two forces. The purpose of this call was to prevent further aggression from Mexico upon the territory of the United States and the proper protection of that frontier. American soldiers had been trapped and massacred at Carrizal. It was reported that General Obregon had planned to invade Texas. Troops began gathering on that Sunday

## DENOUNCED HIS POLICY ON NATIONAL DEFENCE

afternoon in armories in Detroit, Mr. Ford's home city, and in Chicago, bound for the mobilization camps. The country was aroused and war with Mexico appeared imminent.

Henry Ford did not take this situation seriously. He said it looked like a political play. He said he thought the "interests" were stirring things up in Mexico. He did not see any danger ahead. He had discouraged men from enlisting in the guard. He did not believe that President Wilson was sincere in this step, or consistent. He was violently opposed to any increase in the efficiency of the guard. It was all "militarism" to him, all steps toward "organized murder."

On the morning of June 22, a story headed "Flivver Patriotism" appeared in The Tribune, and a corresponding story in another paper. The Tribune's story had been received from its Detroit correspondent. This correspondent had received his information from Frank L. Klingensmith, vice president and general manager of the Ford Company. It read as follows:

### "FLIVVER PATRIOTISM"

"Ford employes who volunteered to bear arms for the United States will lose their jobs. While most employers have guaranteed not only to give patriotic workmen their old places when they return from fighting their country's battles, but have promised to pay their salaries while they are in service, Henry Ford's workmen will not have a job when they return, much less will they receive pay while fighting for their country. Ford's superintendents refuse to say if there are any guardsmen employed in the plant, but it is known that some seventy-five men of the militia are Ford employes. No provision will be made by Ford for their wives and families."

The next morning The Tribune carried this editorial:

### "HENRY FORD IS AN ANARCHIST"

"Inquiry at the Henry Ford offices in Detroit discloses the fact that employes of Ford who are members of or recruits in the National Guard will lose their places. No provision will be made for any one dependent upon them. Their wages will stop, their families may get along in any fashion possible; their positions will be filled, and if they come back safely and apply for their jobs again they will be on the same footing as any other applicants. This is the rule for Ford employes everywhere."

"Information was refused as to the number of American soldiers unfortunate enough to have Henry Ford as an employer at this time,

## FORD SUES FOR MILLION DOLLARS

but at the Detroit recruiting station it was said that about seventy-five men will pay this price for their services to their country.

"Mr. Ford thus proves that he does not believe in service to the nation in the fashion a soldier must serve it. If his factory were on the southern and not on the northern border we presume he would feel the same way.

"We do not know precisely what he would do if a Villa band decided that the Ford strong boxes were worth opening and that it would be pleasant to see the Ford factories burn. It is evident that it is possible for a millionaire just south of the Canadian border to be indifferent to what happens just north of the Mexican border.

"If Ford allows this rule of his shops to stand he will reveal himself not merely as an ignorant idealist but as an anarchistic enemy of the nation which protects him in his wealth.

"A man so ignorant as Henry Ford may not understand the fundamentals of the government under which he lives. That government is permitted to take Henry Ford himself and command his services as a soldier if necessary. It can tax his money for war purposes and will. It can compel him to devote himself to national purposes. The reason it did not take the person of Henry Ford years ago and put it in uniform is, first, that it has not had the common sense to make its theoretical universal service practical, and second, because there have been young men to volunteer for the service which has protected Henry Ford, for which service he now penalizes them.

"He takes the men who stand between him and service and punishes them for the service which protects him. The man is so incapable of thought that he cannot see the ignominy of his own performance.

"The proper place for so deluded a human being is a region where no government exists except such as he furnishes, where no protection is afforded except such as he affords, where nothing stands between him and the rules of life except such defenses as he puts there.

"Such a place, we think, might be found anywhere in the state of Chihuahua, Mexico. Anywhere in Mexico would be a good location for the Ford factories."

The following day Henry Ford issued a denial of the original news story, stating that the thirty-seven members of the militia among his thirty-three thousand employes would be re-employed "without prejudice" upon their return from service. The Tribune printed this statement. Ten weeks later Ford filed suit in the United States District Court in Chicago, making the editorial quoted above the basis of his claim for one million dollars' damages. The case came up before Judge Landis, but on July 14, 1917, a new suit of the same nature was filed in the state court of Michigan and the one pending before Judge Landis was dismissed.

The trial and the case lasted for ninety-eight days at

FORD'S EXPERTS PRAISE TRIBUNE ADVERTISING

Mt. Clemens, between May and August, 1919. It is considered by lawyers as the first big, modern vindication of the "right of comment." The instructions of Judge James G. Tucker to the jury are recognized as a summary of modern law on this subject.

An interesting minor phase of the case was the testimony of advertising experts called by Mr. Ford to prove that The Tribune, although published in Chicago, had a tremendous influence with the leading citizens of Michigan and other surrounding states.

Charles A. Brownell, advertising manager for Mr. Ford, testified in part as follows:

Q. Has the Ford Motor Company, during your connection as advertising manager, used The Chicago Tribune as an advertising medium of its product?

A. We never put out a campaign of newspaper advertising that did not include The Chicago Tribune.

Q. In selecting The Tribune as one of the newspapers in which advertising of the Ford Company should be placed, what did you have in mind?

A. The leading newspaper in the city of Chicago with a large circulation and an influential circulation; as well as a large circulation in the territory in which we have a number of live, progressive agents: states of Illinois, Iowa, Minnesota, Wisconsin, Indiana, and Michigan, especially the northern section of Michigan, which is not reached by the Detroit metropolitan papers, or in a large volume by the Grand Rapids papers.

That territory is literally covered with the Chicago papers, particularly The Chicago Tribune—that is, the element we wish to reach.

Q. Are you able to state the relative position of The Chicago Tribune as an advertising medium of automobiles in the territory you previously named, as compared with other Chicago newspapers?

A. I considered it by far the best.

Mr. E. LeRoy Pelletier, called in as advertising expert by Mr. Ford, made the following statements under oath:

Q. Does The Tribune circulate in the surrounding territory?

A. O, yes, for some distance, probably covers 14 states.

Q. Is that circulation in through that district of The Tribune of value to advertisers of automobiles?

A. O, yes, so much so that the factory always pays half of it, because of its broad distribution. We consider it in a sense the National media, that is to say, it is one of a few that we consider sufficient to cover nationally.

Q. Has Mr. Benham ever discussed circulation matters with you?

A. O, yes. We figure it covers twelve to fifteen states, to some extent. Of course, you get farther away from Chicago the influence

THE LARGEST  
PUBLISHING CIRCULATION  
IN AMERICA

# DAILY NEWS

HOME  
EDITION

Vol. 3, No. 312

24 Pages

New York, Saturday, June 24, 1922.

2 Cents

## MINE WAR SPURS U. S. ACTION

Page 1



C. K. McDowell (arrow), crippled mine superintendent, first man killed.

**MINE MASSACRE**—These first and exclusive pictures from the mine way in Illinois show the actual scene of the massacre and leading figures in situation on the spot.



**AGAIN, NO!**—Vincent Aster (above), back from Europe, yesterday again declined a break with his wife. No action is pending in this entry or abroad, he said.



**HER FIND**—A girl's photograph found in her husband's pocket started yesterday a suit for divorce by Mrs. Louise Tinker (above), known on stage as Louise Kelly.



Above, at Herrin, are Col. S. N. Hunter, leading mine killing; State Senator W. J. Bond, Sheriff Halvick Thawson and Deputy Sheriff J. A. Sharpe (left to right).



**WHO ELSE WOULD OBJECT?**—Just because he objected to the bathing suit, Violet Armstrong (above), cafe dancer, says Marshal Tassot, retired French officer, broke off their engagement. She says she now will seek \$50,000 bounty being.



**BOTT'S KIDNAPING**—Joseph Vaccaro (right), in court with Detective Brennan, was accused yesterday in kidnaping of Angelo Caspini, eleven, 227 Avenue A.

REPRODUCTION of first page of the Daily News, New York's Picture Newspaper, founded by The Chicago Tribune in June, 1919, and which already has the second largest morning daily circulation in America. The largest is that of the Chicago Tribune. The size of The Daily News is 11½ x 15½ inches over all.

## TRIBUNE FOUNDS PAPER IN NEW YORK

is less. I should say, taking Grand Rapids as a sample, it is probably more influential than the Detroit papers.

**Q.** Why do you say that?

**A.** Because of the class of people who take it. A very excellent class of people buy it, and a considerable percentage of a class of solid business men, to whom we sell automobiles in all those places.

\* \* \*

On June 26, 1919, The Tribune began publication of a tabloid, pictorial, morning newspaper in New York. In less than three years this paper, The Daily News, New York's Picture Newspaper, has attained more than half a million circulation. Thus, The Chicago Tribune and its New York offspring have the two largest morning weekday circulations in America. Pride is also taken in the fact that The New York News was making money one year and three months after its foundation.

\* \* \*

Nineteen-nineteen saw swiftly increasing circulation and advertising. A new rotogravure press was built and put in operation. A new million dollar unit was purchased and installed in our paper mill. Half a block of ground on Michigan Boulevard, just north of the Chicago River, was bought and construction of a model manufacturing Plant was begun. For the benefit of employes The Tribune organized The Medill Council and established the insurance, sick benefit, and pension systems described in the chapter on that subject in this book.

\* \* \*

On October 14, 1920, The Tribune, whose radio nom de plume then was 9ZN, received directly from Bordeaux, France, a news dispatch by wireless. This was the first dispatch received by any paper in the world from a foreign nation by direct wireless transmission.

During almost three months The Tribune received by direct wireless transmission from Bordeaux all of its dispatches from Continental Europe, an average of about 3,000 words daily. Each dispatch came to The Tribune from four to six hours more quickly than the same dis-





## TRIBUNE MOVES INTO NEW PLANT

patches would have come had they been filed either by cable or by the Marconi wireless system. Each dispatch was brought into The Tribune Plant at least thirty per cent more cheaply than if it had come through other channels.

The wireless sifts hours into minutes. This is of vital importance and The Tribune's demonstration of dreams come true has started things with a vengeance. The fact that The Tribune had found a way to save hours meant very little to the great communications corporations. But when these corporations realized that in its quest for efficiency a newspaper known to be an extensive patron of the cables and the telegraphs also had found a way to save money—that wouldn't do at all.

So, when the great Lafayette station at Bordeaux, erected by the United States and operated during the war by the United States, passed into the hands of the French government, a working agreement was entered into between France and the Radio Corporation of America which provided that all dispatches sent to America must be handled in America by the Radio Corporation and the land telegraph companies with which it is bound by other agreements. Furthermore, American law forbade the navy to compete with private enterprise by assisting in the transmission of press dispatches. Therefore, The Tribune's wireless receiving station has been suspended.

\* \* \*

On December 12, 1920, at the busiest time of the year, and between a Sunday morning edition of 760,000 and a Monday morning edition of 450,000, The Tribune installed itself in its new Plant without missing a deadline or a mail car. One hundred telephone lines and 275 extensions were transferred without disturbing service. Fifty-seven linotypes, nine steam tables weighing seven and one-half tons each, furniture, hundreds of filing cases, all moved in orderly procession from Madison and Dearborn Streets and started functioning in their new home. As much work as possible had been done in advance, but an enormous

## **"1921 WILL REWARD FIGHTERS"**

job of moving had to be completed within twenty hours. The mechanical excellence of this new Plant as described in subsequent chapters of this book has practically made other newspaper plants out of date.

At about this same time The Tribune furnished funds for founding the Medill School of Journalism of Northwestern University and has since aided in establishing this vigorous young institution.

\* \* \*

During the latter part of 1920 The Great Depression, from which we are only now beginning to emerge, descended upon the United States. The threat of hard times succeeded swiftly to boom times and easy money. Business men were terrified by such an abrupt change of conditions. The "cancellation evil" was a paramount topic of conversation. Wholesale retrenchment was resorted to by many; unemployment grew rapidly; and panic was in the air.

It was amid these circumstances that The Chicago Tribune confronted the problem of its program for 1921. The Tribune management informed the advertising division that there would be no retrenchment on the part of The Tribune; that The Tribune's faith in the soundness of this country was unshaken; that we would meet adverse conditions by fighting harder for business than ever before; and that we would endeavor, by extensive advertising, to induce others to follow our lead. A convention of the advertising force was called in December, 1920. This program was announced to them and the slogan was adopted, "1921 Will Reward FIGHTERS."

This slogan was then hammered into the business men of the United States by a series of full page advertisements in The Tribune and in other metropolitan newspapers, and in trade papers.

Thousands of letters poured in upon The Tribune from American business men expressing appreciation for the stimulating influence which this thought radiated.

To prove that the slogan was the expression of a vital

## TRIBUNE PUTS NEW SPIRIT IN BUSINESS

truth and not a mere juggling of words, The Tribune offered ten prizes of \$100 each for true stories of successful 1921 Fighting Salesmanship.

The response was instant—and national in its scope. From a large number of excellent letters ten were selected, printed in Chicago Tribune ads, and later collected in a booklet. More than forty thousand booklets and hangers were distributed. The slogan was adopted by sales organizations everywhere, quoted, reprinted.

But some hard-boiled pessimists still discounted the truth of The Tribune's slogan—"1921 Will Reward FIGHTERS." They admitted that an individual salesman might make a sale now and then in the face of "conditions," but they would add:

"Business is rotten in my line. No one is doing anything. The public is not buying. You can't fight general conditions. Sales and advertising efforts merely waste money trying to do the impossible."

So The Chicago Tribune set out to see whether these gloomy statements were true, or whether organizations were being rewarded for fighting in 1921, as well as individuals.

Four lines were selected in which all the croakers claimed that business was terribly depressed: Groceries, Clothing, Autos, Musical Instruments.

The largest users of Tribune space in each of these lines were then called upon and asked how their 1921 business compared with the big records made during the corresponding period of 1920.

Without exception, these unterrified fighters were doing the biggest business in their history. Some of their competitors had "quit" and left the field largely uncontested. Total business available might be less than last year, but they had increased their proportion of the total. Other lines of business were investigated and it seemed that there was ample business in every line to keep the FIGHTERS busy.

The slogan was changed to "1921 Is Rewarding FIGHTERS" and on this topic Tribune advertisements were pre-

## **GREATEST CIRCULATION STUNT IN HISTORY**

senting the successes achieved by various big organizations. Some of the best examples could not be used because the record-smashing firms feared that publicity would stir up their competitors to imitative activity.

These advertisements were run in The Tribune, in several other metropolitan newspapers, and in trade papers.

By this campaign of the advertising division of The Tribune, conducted in paid space, The Tribune achieved something new in American journalism. It influenced the thought of the entire business community of the United States in a constructive manner and largely assisted in averting a threatened panic.

As for The Tribune, its advertising revenue in 1921, the year of depression and hard struggle for business, was the largest in its history.

\* \* \*

Between November 25 and December 4, 1921, The Tribune conducted the most astounding circulation stunt in newspaper history. In those eight days The Tribune, starting with the largest morning circulation in America and the largest Sunday circulation in Chicago, increased its city and suburban circulation by more than 250,000 daily and 200,000 Sunday.

Yet the increase in the number of Tribunes sold was insignificant compared with the effect which The Tribune's "Cheer Check" distribution had on three million people.

It wasn't a Tribune idea in the first place. Mr. Hearst's newspapers throughout the country were putting on lotteries to stimulate circulation. They were disguised as philanthropy. In Chicago, the Herald & Examiner early in November, 1921, began distributing free of charge millions of "Smile" coupons. Envelopes full of them were stuffed into every citizen's mail box. Piles of them were available at lunch rooms, cigar stores, groceries, etc. Each day the Herald & Examiner printed a list of numbers of "Smile" coupons which were awarded prizes, redeemable at the Herald & Examiner office. It was the theory that since

## TRIBUNE CHEER CHECKS TAKE CHICAGO BY STORM

practically every person in Chicago had been presented with coupons they would buy the Herald & Examiner every day to see if one of their numbers had won a prize.

A different local politician was pictured each morning in the act of drawing that day's winning numbers. Even Mayor Thompson and Governor Small participated thus in a newspaper's circulation lottery. Of course it was not called a "lottery" but was camouflaged as Christmas charity. The lottery increased the Herald & Examiner's circulation, but not in any sensational manner.

The Tribune, having won circulation leadership by years of hard fighting, was not inclined to permit this lottery scheme to imperil its supremacy. Two courses seemed open: complaint to the federal authorities, or a direct counter attack. The latter was adopted.

It was decided to run a lottery that would make the Hearst affair look like penny ante compared with Monte Carlo and to run it frankly and openly as a circulation getting lottery—not as philanthropy. It was determined to operate in such a loud, plain manner that the viciousness of obtaining circulation by such methods would be apparent. Such a policy would compel the authorities to stop both lotteries.

On November 25, The Tribune announced in a double page spread that distribution of its Cheer Checks would begin that day, Friday; that a public drawing would be held Saturday; and that on Sunday 679 prize winning numbers would be awarded \$17,000.00, the "first slice of a \$200,000.00 melon."

No one connected with the stunt anticipated such astounding results. Cheer Checks took Chicago by storm. Two of the largest railway printing houses in the world worked twenty-four hours a day printing them and when the contest ended ten days later they had not caught up with the demand. More than twenty-five million Cheer Checks, each bearing four numbers, were printed and distributed during those ten days.

## TRIBUNE BURLESQUES ITS OWN PROJECT

Banks asked for Cheer Checks to give to their depositors. Sunday schools distributed them. The largest industrial concerns asked The Tribune for allotments for their employes. Attempts to pass them out from trucks in the Loop led to riots. Canvassers hired to take them from door to door preferred to keep the checks or sell them, rather than receive their pay. It is doubtful if any event in the history of Chicago ever created such universal feverish interest and maintained it for ten days.

The strain on The Tribune organization was tremendous. Not only was circulation almost instantaneously increased by 200,000 or 250,000 copies, but all stories, pictures or ads referring to the lottery were eliminated from all except city editions, necessitating unprecedented replating. Thus a great increase in routine work came with the novel tasks of distributing Cheer Checks, holding drawings, and making payments.

A news story in The Tribune each day burlesqued the whole affair. These stories were signed by "Senor Tirador del Toro, World's Best Known Spanish Athlete," or by "Miss Fortuna, the Goddess of Something for Nothing," or by Bock Y. Panatela, or by Manuel G. Perfecto, famous Colorado Maduro formerly of Honduras and Havana. The open drawings of numbers from a great glass box and a gold fish bowl were held in different parts of the city and attracted great crowds. "Big Steve" Cusack, a noted baseball umpire in full regalia, acted as announcer. Drawings were made by a different team each day, for instance, "Lady Luck" and "Queenie Midnight," two street sweepers, two Chinese, two chorus girls, etc.

Notwithstanding The Tribune's plain speaking there was practically no criticism of the contest. The public, high and low, simply clamored for Cheer Checks. The cash paid out to 2,373 winners in eight days amounted to \$53,950.00.

Other publishers, however, appealed to Postmaster General Hays and to District Attorney Clyne. Both

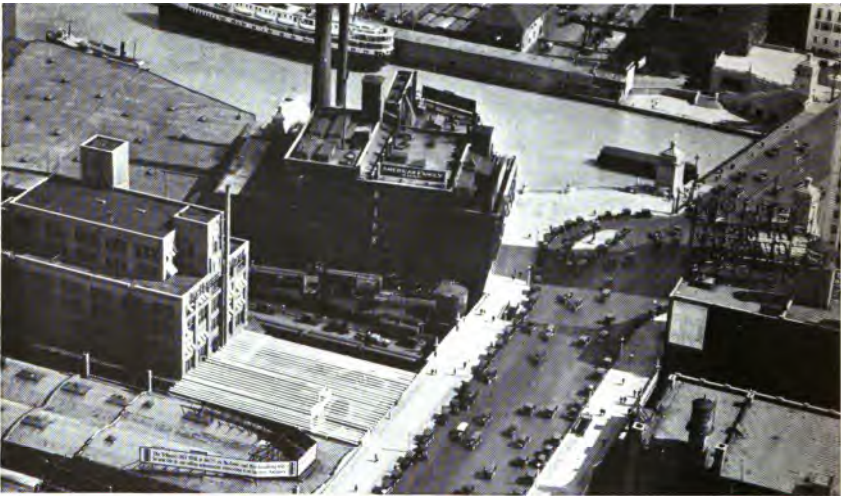


*DURING the War The Tribune maintained an enormous billboard at the north end of Michigan Boulevard. It was used for patriotic subjects as shown above.*





THESE PHOTOS show *The Tribune Plant* from the south (above) and from the north (below). The ruled white space marks the site on which the new *Tribune Monument* will stand. Architects have been offered \$100,000.00 in prizes for a suitable design. The low building north of *The Plant* is a *Tribune garage*.

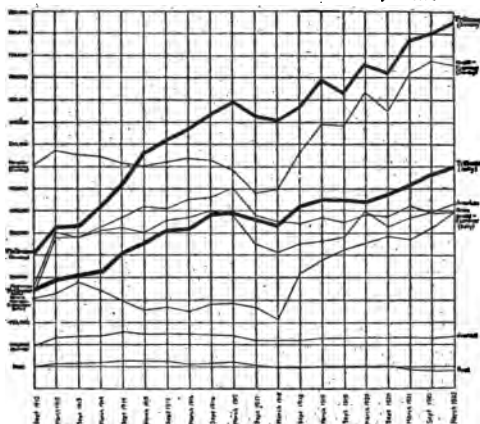




## WHEN TRIBUNE QUILTS EXCITEMENT SUBSIDES

papers were asked to stop and agreed to do so. The Tribune did stop on December 4, 1921. The Herald & Examiner stopped the particular stunt which had been complained of, but on December 5, announced continued free daily distribution of cash prizes to street car transfer numbers, telephone numbers, and automobile license numbers. It caused no more commotion than had its original lottery before The Tribune "sat in the game with a stack of blue chips." When The Tribune stopped the show was over.

### Circulation—All Chicago Newspapers 1912 to 1922



Note the steady upward sweep of Chicago Tribune circulation. Aside from normal summer reactions the only set back was in 1918 when millions of citizens were in uniform.

Circulation of the Tribune has increased 126% Daily and 178% Sunday since 1912 as shown by government statements below.

#### Circulation of Chicago Newspapers According to Government Statements

For Six Months Ending	TRIBUNE Daily Sunday	EXAMINER Daily Sunday	NEWS	AMERICAN	JOURNAL	POST
Sept. 30, 1912	220,500 304,323	204,229 205,216	214,231	231,206	99,000	51,252
March 31, 1913	245,449 363,119	214,528 238,175	240,550	251,223	118,159	56,996
Sept. 30, 1913	255,212 366,918	240,360 228,828	243,693	242,410	120,291	58,555
March 31, 1914	261,278 405,556	223,814 234,922	262,528	255,008	120,520	59,102
Sept. 30, 1914	268,316 459,728	199,185 208,881	283,986	263,071	120,376	64,561
March 31, 1915	326,597 394,945	176,188 201,577	408,599	331,245	124,396	65,545
Sept. 30, 1915	324,280 358,396	186,677 211,220	405,375	378,941	124,524	62,141
March 31, 1916	359,651 523,254	176,204 219,254	496,032	354,405	123,735	54,821
Sept. 30, 1916	392,483 619,023	193,111 216,160	451,189	400,031	122,447	61,879
March 31, 1917	395,442 645,612	193,115 225,916	452,204	392,379	122,099	65,942
Sept. 30, 1917	381,675 614,418	185,211 225,678	392,007	326,998	108,220	55,477
March 31, 1918	307,798 606,111	167,233 229,716	377,063	306,225	110,641	49,134
Sept. 30, 1918	410,513 633,515	180,777 253,630	373,112	325,017	112,069	45,337
March 31, 1919	424,026 695,865	229,021 296,551	326,498	320,216	116,807	51,025
Sept. 30, 1919	424,538 666,496	311,831 293,170	377,769	339,721	115,932	51,327
March 31, 1920	420,703 732,606	328,244 267,113	390,450	308,489	117,558	51,750
Sept. 30, 1920	437,153 711,254	343,515 255,838	388,408	364,769	116,945	52,981
March 31, 1921	460,739 737,332	335,331 299,966	412,504	354,392	116,229	44,921
Sept. 30, 1921	463,472 801,851	359,266 293,738	395,665	365,447	115,406	42,546
March 31, 1922	499,725 827,028	396,871 231,010	397,534	415,056	117,438	42,219

\*Daily papers raised from 1c to 2c.  
Sunday papers raised to 7c in Chicago, 10c outside Chicago.  
Figures in italics represent A. B. C. figures because publisher filed only 7 day average statement with government, not separating daily from Sunday.  
[Sunday papers raised from 6c to 8c outside of Chicago.  
Herald absorbed by Examiner May 8, 1918.

"THE CHICAGO TRIBUNE DOMINATES THE CHICAGO TERRITORY"

E-1

A PAGE from the "BOOK of FACTS"—see "Government Statements" on Page 255

## MAYOR THOMPSON SUES FOR LIBEL

Mayor William Hale Thompson, placed in office by the most powerful political machine Chicago has ever known, resented The Tribune's stories presenting to the world in unvarnished terms his hostility to America's war effort. He has filed the following libel suits against The Tribune:

<i>Date</i>	<i>Damages Asked</i>
September 7, 1917.....	\$ 500,000.00
June 22, 1918.....	250,000.00
August 1, 1918.....	100,000.00
August 31, 1918.....	500,000.00
Total.....	<hr/> \$1,350,000.00

The first of these suits went on trial before Judge Francis Wilson in May, 1922. Mayor Thompson was placed on the witness stand by The Tribune and testified

- that in his opinion blunders of the Wilson administration rather than German aggression caused the War.
- that during the War he opposed sending an army to Europe.
- that he opposed sending foodstuffs to Europe.
- that he opposed conscription.
- that he issued no proclamations to aid Liberty Bond or Red Cross drives.
- that he said farewell to none of the Illinois regiments leaving for service.
- that he never addressed the soldiers at Camp Grant or at Fort Sheridan.

It is the contention of The Tribune that the mayor's attitude toward the War thus admitted by him shows how justifiable were The Tribune stories which he claims injured him in the sum of \$1,350,000.00.

Two jurors in the case became ill. The Tribune offered to go ahead with ten jurors, but the Mayor insisted on his right to a "mistrial."

\* \* \*

Patriotism is not the only issue between Mayor Thompson and The Tribune. The present administration of

## TRIBUNE CHARGES \$4,000,000 FRAUD—SUES

municipal affairs has been marked by scandals in the police department, school board, and board of local improvements.

In the latter case, such amazingly barefaced methods were adopted for looting the public treasury that The Tribune called upon the courts to halt them. For work as real estate experts within twelve months, five members of the city hall machine were paid almost three million dollars (\$3,000,000.00) and were about to be paid more than one million dollars (\$1,000,000.00) additional when The Tribune intervened.

The Tribune Company, as a taxpayer, filed suit on April 19, 1921, against Mayor Thompson, M. J. Faherty, president of the board of local improvements, George F. Harding, city comptroller, Frank H. Mesce and Austin J. Lynch. The suit seeks to force the return to the City of Chicago of \$1,065,000.00 paid to Mesce and Lynch for services rendered by them within one year in appraising property for condemnation. An injunction to prevent the payment of an additional million dollars to these same two experts is also sought.

The defendants demurred to the bill, and after argument Judge Charles M. Foell sustained The Tribune in a decision which sets a precedent of vast importance to the people of Illinois. He held that restitution could be enforced, not only against any person obtaining public moneys by fraud, but also against every official who knowingly participated in the transaction.

On June 24, 1921, The Tribune Company filed a suit similar to the above in subject matter and with the same defendant officials. But three new "experts" are named: Edward C. Waller, Jr., Ernest H. Lyons, and Arthur S. Merrigold.

The Tribune charges that the one million seven hundred thousand dollars (\$1,700,000.00) paid to these men for "experting" within one year was fraudulently obtained. It demands that they and the officials who conspired with them to obtain it be compelled to return the money to the

## TEN MILLION DOLLAR LIBEL SUIT

City of Chicago. Injunction is also sought to prevent the payment of additional fees amounting to \$270,000.00.

Both the above suits are awaiting trial.

\* \* \*

In a desperate effort to stop The Tribune's exposures of incompetence and corruption in municipal affairs, the Thompson administration caused a libel suit to be brought in the name of the City of Chicago against The Tribune demanding damages in the sum of ten million dollars (\$10,000,000.00). This is the largest amount ever asked in a libel suit, and it is the first time in American history that any agency of government has attempted to sue for libel. Probably no more dangerous attack has ever been made on freedom of the press and free speech.

The politicians' claim was that The Tribune's allegations of incompetency and corruption had injured the credit of the city—lowering the rate at which its bonds could be sold and increasing the cost of supplies.

The Tribune demurred, maintaining that the articles complained of were not libelous and that in any case to maintain the action would violate the freedom of the press guaranteed by both state and national constitutions.

On December 12, 1921, Judge Harry M. Fisher, of the Circuit Court of Cook County, handed down a notable decision sustaining the stand of The Tribune. Comments of the press on this case and Judge Fisher's opinion have been printed by The Tribune for distribution to those interested. Judge Fisher's summary of the points involved was, in part, as follows:

The press has become the eyes and ears of the world, and, to a great extent, its voice. It is the substance which puts humanity in contact with all its parts. It is the spokesman of the weak and the appeal of the suffering. It tears us away from our selfishness and moves us to acts of kindness and charity. It is the advocate constantly pleading before the bar of public opinion. It holds up for review the acts of our officials and of those men in high places who have it in their power to advance peace or endanger it. It is the force which mirrors public sentiment. Trade and commerce depend upon it. Authors, artists, musicians, scholars and inventors command a hearing through its columns. In politics it is our universal forum. But for it the acts

## NEWSPAPERS CHECK ON OFFICIAL CORRUPTION

of public benefactors would go unnoticed, impostors would continue undismayed, and public office would be the rich reward of the unscrupulous demagogue. Knowledge of public matters would be hidden in the bosoms of those who make politics their personal business for gain or glorification. While not always unselfish, yet in every national crisis we find it constant and loyal, rendering service of inestimable value. Observe the role it played in our recent national emergency. It was the advance agent of our treasury, and the rear guard of our army. It set us to work upon the minute and told us when our several tasks were done. It informed every soldier when and where to report for duty and gave him his instructions with reference to it. It kept us in touch with our men in the field and carried messages of cheer and encouragement. It built up our spirits, aroused our determination and finally had the honor of heralding in every household the joyous news of victory and peace.

It is only natural that the rendering of such service should result in corresponding power; and power without the abuse of it is unfortunately rarely found. The press is no exception. Economic interests often lead a great portion of the press to serve the commercial elements of the community, upon which it largely depends, to the detriment of the public. But, fortunately, while the good the press is capable of rendering, if unafraid, is without limit, the harm it can do has its own limitations. The press is dependent for its success, for its very existence, almost, upon public confidence. It must cater to public sentiment even as it labors to build it up. It cannot long indulge in falsehoods without suffering the loss of that confidence from which alone comes its power, its prestige and its reward.

On the other hand, the harm which would certainly result to the community from an officialdom unrestrained by fear of publicity is incalculable.

Plaintiff's counsel's own argument shows where the law which he contends for, if it were the law, would lead us to.

"Everything," he says, "which affects the city in its finance or in its property must be treated by law the same as if it were spoken of or done against a private corporation. If a libel would result in an increase of one cent on the cost of pencils, the city could maintain an action."

It is difficult to imagine a case of adverse criticism of a municipality which could not be shown to have affected it or its property in some remote way. Moreover, if plaintiff's position is sound, does it not logically follow that criticism directed against the responsible officials of the city, which would result injuriously to the municipality, would give rise to a like cause of action on behalf of the city?

To say that a city is an unsafe place to live in because of the corruption or the inefficiency of the police department is almost certain to keep away prospective residents whose payment of taxes would otherwise enhance the city treasury. To say that the mayor of a city has no regard for contractual obligations would unquestionably keep men from bidding and contracting with the city on the same basis that they would if they were certain that they will have no trouble in enforcing the city's obligations. To charge that bribe money must be paid in order to obtain a contract from the city would result in keep-

## FREEDOM OF PRESS IMPERILED BY SUIT

ing responsible bidders away and increase the bids of those who would offer it. To charge that political favorites are preferred in the letting of contracts will keep away many more bidders than would a charge of insolvency. For, as a matter of fact, a municipality cannot be insolvent, in the sense in which that word is ordinarily used. At any rate a contractor desiring the work could easily ascertain how and when the money will be forthcoming to pay the obligations of the contract, but when favoritism governs the granting of contracts he knows, if he is not of the favored few, how useless it is to bid for work. In short, almost anything unfavorable that could be said of the government or its office holders is likely to affect the municipality financially just as injuriously as the articles charged to have been published by the defendant. It is too evident to permit of doubt that, balancing good against good, the mischief which would flow from an application of the rule which would permit the city to sue as a private person would overwhelmingly outweigh the benefit which could possibly come from it.

Stripped of all the elaborate argument, in the confusion of which the question for decision might look difficult, the fact remains that, if this action is maintainable, then public officials have in their power one of the most effective instruments with which to intimidate the press and to silence their enemies. It is a weapon to be held over the head of every one who dares print or speak unfavorably of the men in power.

There are men who, in the interest of public service, would not be terrified by criminal prosecution and imprisonment. They would keep up the struggle against a corrupt government even from the cell, if the instrument for conveying their thought would remain intact. But the recovery of heavy damages, in a civil action, or even the necessity of continually defending against such attempted recovery would destroy the instrument itself, the newspaper. Especially would this be true in smaller communities where the newspapers have not large means. The cost of the defense alone would be sufficient to impoverish them. In civil actions, unlike criminal prosecutions, the jury is not the judge of the law, and a friendly judge (and such a thing was found not impossible at least so far as the history of prosecution for libel is concerned) would have the right to instruct the jury to find the defendant guilty, or, if a verdict unfavorable to the plaintiff were returned, to set it aside, and order a new trial, and continue granting new trials until a favorable verdict were obtained.

While good reason exists for denying a publisher the right to print that which he cannot prove against an individual, and recklessly to pry into his personal affairs, defaming his character and reputation, simply because of his public position, no reason exists for restraining the publication against a municipality or other governmental agency of such facts, which, as Judge Taft puts it, is well that the public should know, even if it lies hidden from judicial investigation. There are other differences to be found between an action by a municipality and an action by an official whose personal character and integrity are attacked. In the one, the prosecution is at the public expense, in the other, at the personal expense of the plaintiff. Aside from the costs involved, there is much which would cause an individual to forbear action. The honest official seldom fears criticism. He answers argument by argu-

## "OUR COUNTRY—RIGHT OR WRONG"

ment, and only, in extreme cases, resorts to law. The dishonest official is often restrained by the fear of laying his character open to a searching judicial inquiry; but if he can hide his own infirmities by labeling his action in the name of a municipality, the number of suits would be governed only by political expediency.

This action is not in harmony with the genius, spirit and objects of our institutions. It does not belong to our day. It fits in rather with the genius of the rulers who conceived law not in the purity of love for justice, but in the lustful passion for undisturbed power. It will, therefore, be unnecessary to consider the other questions involved, and since I find that the demurrer ought to be sustained not merely because of any defect in the pleading but because no cause of action exists, nothing can be gained by amendment. The demurrer will, therefore, be sustained.

Appeal was taken from the above decision and is now pending in the higher court.

\* \* \*

The Tribune carries every day at the "masthead" of its editorial page this slogan:

*"Our Country! In her intercourse with foreign nations may she always be in the right; but our country, right or wrong."*—STEPHEN DECATUR.

On April 21, 1922, The Tribune printed a letter from one of its readers protesting against the reiteration in peace times of a "chauvinistic" sentiment excusable only as a war measure. On the same page The Tribune replied in the following characteristic editorial:

### SHE'S UP TO STAY

In the Voice of the People, across the page in this issue, is printed a letter . . . protesting against the continued use of the sentiment of Stephen Decatur at the head of the editorial department of The Tribune.

Mr. Fry's letter and others of similar protest received from time to time are sufficient reason and good reason for keeping the sentiment nailed to the flagstaff for the next hundred years. So far as the present management of The Tribune is concerned it's there to stay.

This nation has been described by contemptuous Europeans as a mongrel. It has been tested to the hilt by the admixtures which have come to find new fortunes here. If it were not substantially sound it could not have stood the test. It has.

Nationality is a precious thing. It is a powerful spirituality. It ennobles. It is also material. It represents a protective community

## TRIBUNE EVERLASTINGLY AMERICAN

of interests. Right and wrong are not black and white. An egotistic man can say, and does say, that he knows which is right and which is wrong. He is a cricket in a fence corner.

It is altogether possible that the foreign policy of an American government would distress the consciences of a great many citizens. Some think that Haiti is a reproach to us now. They think that brutal marines are imposing upon a cultured and defenseless land. The Tribune thinks that a land of savagery with a fringe of superficial literacy has been brought into a semi-ordered state and that it is the duty of the United States to make it at least semi-ordered.

New Englanders and others in the north thought the war with Mexico was bad. What is bad? Is it bad that Texas is not Chihuahua or Sonora? Vallandigham thought the war with the South was bad. Is it bad that human beings are not being sold down the river in the United States?

Debs thought the war with Germany was bad. Is it bad that the German fleet is not protecting the landing of German divisions in Central American and South American ports and driving the United States, lone and unprepared, to a war with the greatest military power of Europe? Who shall say policies are good or bad? The government through its ordered methods or the midge of a citizen who without responsibility comes to conclusions satisfactory to his egotism?

The structure of a nation does not permit these individual judgments in emergency, and particularly the structure of the United States does not. Americans have permitted the man from Cork, the man from Berlin, the man from Teheran, the man from Kief, the man from Naples, the man from Stockholm, the man from Glasgow, the man from Lisbon, from Tangiers, from the Congo, from Mesopotamia, from Armenia and from Siberia, from Kent and from Saxony, from Tuscany and from Brittany, from Quebec and from Coahuila, from Araby and Abyssinia to come here without restriction until recent years and acquire citizenship easily.

Its danger is that in its dealings with other lands it will disintegrate. It was frankly said not long ago that the principal, the only, duty of the Italian ambassador in the United States was to direct the influence of Italians voting in the United States in the interests of Italy. Italians here are urged by their government to nationalize in the United States and help Italy by their votes as American citizens. This is true of other nationalities in spirit if not in form. These alien blocs in the United States tend to break down American purpose conceived purely for American well being.

The United States is regarded as the soft shell crab of nations. It is supposed to be easy to fry. We admit that government mistakes might try the conscience of a citizen, but where will he take his individual judgment when the organized policy of his nation has committed him in a dispute with another nation?

Will he admit that he may in clear conscience be with the other nation? Then how does he expect to keep America, with her diverging elements, an integrated nation? Or does he not care, being in some high altitude of egotism, whether he is a citizen of a nation or an individual in a riot? Possibly he would prefer to be a citizen if he



## TRIBUNE EDITORIAL POLICIES

considered nothing more spiritual than his investments and real estate holdings.

Our flag is up to stay. When the American nation makes its decisions in foreign relations we hope that the decisions are justifiable, but if another nation challenges them, and if force is to be the issue, then we are for the United States, right or wrong.

Every morning, after allowing time to assimilate the news of the day an editorial conference is held in The Tribune office. It is attended by the editorial writers, the chief cartoonist, and either or both of the editors and publishers. This conference is to discuss and determine on subjects to be treated in the next issue of the paper.

The general lines of Tribune editorial policy have been reduced to a specific program and printed repeatedly on The Tribune editorial page. The Tribune program, enumerating the most important things for which the paper stands, is divided into two parts; for Chicago, and for the Central West. They are as follows:

### *The Tribune's Platform for Chicago*

- 1—*Build the Subway Now.*
- 2—*Abolish "Pittsburgh Plus."*
- 3—*Stop Reckless Driving.*

### *The Tribune's Program for Middle West Development*

- 1—*A Square Deal in Congress for the Middle West.*
- 2—*Open the Great Lakes to the Atlantic.*
- 3—*Finish the Lakes-to-the-Gulf Waterway without Delay.*
- 4—*Develop a Practical Highway System.*
- 5—*Regrow our Vanished Forests.*

Other problems, of course, are met as they arise; but the above policies are kept constantly in mind, and public opinion on them formed and crystalized by consistent editorial hammering, year in and year out.

In 1921 Greenville Talbot of Atlanta, Georgia, wrote to editors of twelve American newspapers asking each for a list of the twelve American newspapers which, in his opinion, had the best editorial pages. According to the results, as printed in Editor & Publisher, The Chicago Tribune tied

## EDITORIAL POLICY FEARLESS AND CREATIVE

for first with The New York Times and The Springfield Republican, each being named nine times out of a possible twelve. No other Chicago paper was named more than once.

\* \* \*

The Tribune has always been noted for the strength of its editorial convictions, and for fearlessness and ability in expressing them. Tribune editorials have been a powerful influence in forcing through important reforms and constructive improvements.

Among the great movements fostered by Chicago Tribune editorials are the following:

Fireproof Chicago (Joseph Medill was elected Mayor of Chicago on this platform)—The Drainage Canal—The World's Fair—Lincoln Park and the Boulevard System—The Sane Fourth—Small Parks—Track Elevation—Electrification of Railroads—Boulevard Link—Good Roads—Municipal Pier—Forest Preserve—New Union Station—National Civil Service.

\* \* \*

The Tribune is amazingly free about printing criticisms of itself. When political speakers denounce The Tribune their remarks are printed verbatim. Letters differing violently with Tribune editorial policy are found every week in the Voice of the People column on the editorial page. Bert Leston Taylor in his Line-o-Type differed frequently and freely from opinions officially expressed as The Tribune's in the adjoining editorial columns. When Oswald Garrison Villard printed an extensive attack in The Nation on the thesis that The Tribune's editorial policy makes it "the world's worst newspaper," The Tribune immediately reprinted it in full.

Those antagonistic to Tribune policies are regularly and freely given space in "The Voice of the People"—a department which occupies a column on the editorial page.

## TRIBUNE PRINTS CHARGES OF ITS CRITICS

In short, The Chicago Tribune has a definite editorial policy, fights for it aggressively, but presents opposing opinions to its readers in confidence that truth, right and justice will prevail.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of.....THE CHICAGO TRIBUNE.....published.....DAILY AND SUNDAY.....  
at.....CHICAGO, ILLINOIS.....for.....October 1, 1922.....  
State of.....ILLINOIS.....  
County of.....COOK.....

Before me, a.....Notary Public.....in and for the State and County aforesaid, personally appeared.....Joseph M. Patterson.....who, having been duly sworn according to law, deposes and says that he is one of the.....editors.....of the.....Chicago Tribune.....and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

	Name of	Postoffice Address
Publisher.....	The Tribune Company.....	7 So. Dearborn St., Chicago, Ill.
Editors.....	Robert R. McCormick and Joseph M. Patterson.....	7 So. Dearborn St., Chicago, Ill.
Managing Editor.....	E. S. Beck.....	7 So. Dearborn St., Chicago, Ill.
Business Manager.....	E. E. Thompson.....	7 So. Dearborn St., Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

#### THE TRIBUNE COMPANY

Estate of Joseph Medill.....	7 South Dearborn St., Chicago, Ill.
Alfred Cowles.....	140 W. Van Buren St., Chicago, Ill.
Martha Root White.....	115 East 55th St., New York, N. Y.
Amelia Elizabeth White.....	115 East 55th St., New York, N. Y.
Abby White Howells.....	59 East 58th St., New York, N. Y.
Wm. Brosa Lloyd.....	30 North Dearborn St., Chicago, Ill.
Henry D. Lloyd.....	488 Commonwealth Av., Boston, Mass.
Demarest Lloyd.....	24 Mount Vernon St., Boston, Mass.
Wm. Brosa Lloyd, Henry D. Lloyd and John Brosa Lloyd, Trustees.....	30 North Dearborn St., Chicago, Ill.

The Trustees of the estate of Joseph Medill are his two daughters, Elsie Medill Patterson and Katherine Medill McCormick, and Wm. G. Beale.

The beneficiaries are Katherine Medill McCormick and Elsie Medill Patterson.

Alfred Cowles is Trustee for Wm. H. Cowles, Sarah Frances Cowles Stewart and Alfred Cowles.

Wm. Brosa Lloyd, Henry D. Lloyd, and John Brosa Lloyd, Trustees, are Trustees for John Brosa Lloyd.

In regard to Section 2 of the law, The Tribune does not accept payment for any editorial or other reading matter printed as news.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages, or other securities outstanding against The Tribune Company.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee, or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication, sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is:  
Daily (excl. Sunday).....517,184.....Sunday (only).....790,552.....(This information is required from daily publications only.)

(Signed).....Joseph M. Patterson.....

Sworn to and subscribed before me this.....second.....day of.....October, 1922.

(Seal.) Signed.....William H. Whalen, Notary Public:..

(My commission expires.....January 16.....1926.)

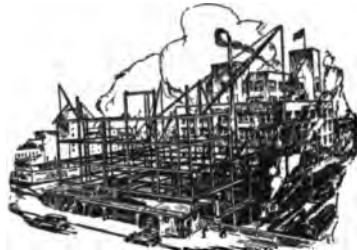
## TRIBUNE SEVENTY-FIVE YEARS YOUNG

In commemoration of its seventy-fifth anniversary,  
The Tribune

—offers \$100,000.00 in prizes for designs for a new building to be erected between its present Plant and Michigan Boulevard.

—awards to Paul Cross Chapman a prize of \$5,000.00 for mural paintings to be placed upon the walls of its news room.

—announces the invention of a Color-Rotogravure press and its weekly use in printing a beautiful new magazine for The Sunday Tribune.



# \$100,000.00

### IN PRIZES TO ARCHITECTS

*Seventy-five years old today. The Tribune seeks surpassing beauty in new home on Michigan Boulevard*

**T**HE TRIBUNE is now offering to select for design for a building to be erected on its property in Chicago, the following prizes:

- to select with a monument of enduring beauty this city to which The Tribune has proposed to contribute.
- to create a structure which will be an inspiration and a model for generations of newspaper publishers.
- to provide a new and beautiful headquarters for the world's greatest newspaper.

The contest will require drawings for the proposed building of not less than 100,000 sq. ft. and not more than 200,000 sq. ft. and will be held in the Tribune's office, 435 North Dearborn St., Chicago, Ill., from Jan. 1 to Jan. 15, 1900. The winning design will be selected by a jury of five members, three of whom will be named by the Tribune and two by the Chicago Board of Trade.

Robert B. McClure, Joseph H. Patterson, Editors and Publishers.

## The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

SEVENTY-FIVE YEARS OLD TODAY

And, as this book goes to press, The Tribune is fighting tremendously important battles for free speech, and better government, not only in its columns but in the courts. Libel suits aggregating \$11,350,000.00 are pending against it, and its suits to save Chicago more than four million dollars in "expert" fees await trial. Tribune circulation and advertising are at the highest points. Assuredly, The Chicago Tribune is 75 years YOUNG.

# The Medill Council

**O**RGANIZED originally as the Welfare Committee of The Tribune, the Medill Council, composed of Tribune employees, has undertaken and carried out various movements for welding the organization closer together, bettering working conditions, encouraging athletics, and investigating methods of bonus and insurance payments.

One important innovation that was recommended by the Council and approved by the management was the granting of vacations to all Tribune men without reference to their union affiliations. The Medill Council's investigation convinced its members that the men in the mechanical departments needed a rest in vacation time just as much as the men at desks, and it recommended to the management that a uniform vacation plan be put into effect throughout the Plant. On the committee's recommendation the plan was adopted by the Company.

In building the new Plant, every possible safety device in the mechanical departments was installed, so that the employees are protected in every way that modern invention has made possible. Serious accidents are extremely rare in The Tribune mechanical departments.

A nurse and a dentist have been added to The Tribune staff for the benefit of employees. One of the big movements has been the advancement of athletics, and considerable attention has been paid to baseball and to bowling, with all expenses of both leagues paid by The Tribune.

One of the early projects in view was the establishment of a refectory for Tribune women. It was to have been on the eighteenth floor of The Tribune building. This movement resulted in the establishment of the Etaoin Club on the roof of the building, in the quarters formerly used by the Overset Club. The club is managed entirely by the women employees, and nearly 100 girls are served luncheon daily in the beautiful dining room on the roof. All the equipment was provided by The Tribune Company, and the club is now maintained by the women of The Tribune on a self-supporting basis.

In December, 1919, The Tribune completed its Employees Benefit Plan and put into effect the following provisions for disability and insurance:

1. Classification. All employees of the Company shall be classified in four groups, formed according to length of time in the service of the Company, as follows:

*Class A—Those in the employ of the Company ten years or more.*

*Class B—Those in the employ of the Company five years to ten years.*

*Class C—Those in the employ of the Company one year to five years.*

*Class D—Those in the employ of the Company less than one year.*

2. Payments. In the event of absence on account of sickness the Company will pay to employees in good standing at the time of their sickness:

*Employees in Class A, full pay twenty-six weeks, half pay twenty-six weeks.*

*Employees in Class B, full pay thirteen weeks, half pay thirteen weeks.*

*Employees in Class C, full pay six weeks, half pay six weeks.*

*Employees in Class D, only as hereinafter specified.*

3. "Full pay" and "half pay," for the purpose of carrying out the provisions

## TRIBUNE PROVIDES WELL FOR EMPLOYEES

of the above paragraph, shall be based on the amount payable for the number of hours constituting the employee's normal service, not including overtime.

4. It is intended that the foregoing allowances are to be cumulated each calendar year, and that successive periods of sickness during any one year shall be counted together as one period, except that any sickness occurring after an employee has been continuously engaged in the performance of duty for twenty-six weeks or more shall be considered as a new sickness and not as part of any disability which preceded such period of twenty-six weeks.

5. Accidents suffered outside the performance of duty are to be considered as sickness in computing allowances.

6. Employees in the service of the Company when the plan was put into effect were eligible to these benefits without the requirement of a general physical examination. In the case of employees entering the service of the Company after the date of adoption of this plan, a general physical examination shall be made as prescribed by the Company, in order to entitle such employees to the benefits of this plan, such examination to be made for the purpose of preventing the employment of persons afflicted with communicable diseases, and to bring to the applicant's attention any serious constitutional or other disorders which interfere with his or her efficiency in the performance of the work for which application is made.

7. In the event that such applicant does not submit to a physical examination, no benefit payments shall be made in the event of sickness during his subsequent employment.

8. Employees shall be removed from the regular pay roll on the eighth day of absence on account of sickness, and payments herein provided for shall be made on a "Sickness Disability Benefit" pay roll. Payment for the first week, or any part thereof, shall be made upon recommendation of the foreman or manager of the department in which the person is employed, at the discretion of the Company.

9. Application for the allowance of benefit payments shall be made by the employee or by some proper person on his behalf. In special cases where immediate relief is required, suitable arrangements may be made upon the recommendation of the head of the department in which the applicant is employed.

10. Special cases where the period in which the benefits are provided is not adequate to meet the situation may be investigated by the Medill Council, and handled at the Company's discretion in accordance with their individual merits, upon the recommendation of the head of the department in which the person is employed.

11. The Company will provide a competent medical investigator, to whom notice shall be immediately sent by each department head in the event of any disability of an employee in his department which would entitle said employee to allowances under this plan. This investigator shall make a prompt investigation of each case, and in the event that any modification of the plan of payments provided for herein appears to him expedient, shall make such suggestions as he may think proper to the Medill Council. No payments shall be made in the way of allowances under this plan without the approval of the investigator and the head of the department where the applicant is employed.

12. Payments. In the event of disability, either total or partial, due to injury suffered in the course of employment, it is the general policy of the Company that the employee shall receive full pay, not including overtime, for the

## REGULAR PAYMENTS MADE WHILE SICK

entire period of his total disability, with a maximum limit equal to the death benefit paid in the event of injury, without regard to length of service, except that no benefits paid under this plan shall be in excess of the difference between payments provided by the Employers' Liability Act in force in the state of Illinois and the employee's normal full pay, not including overtime, for the period of disability.

13. In the event of partial disability, an employee, in order to receive the benefits provided by this plan, must place his services at the disposal of the Company for employment in such capacity as the Company may find most advantageous, at such time as the Company's Medical Investigator shall determine that he may return to work.

14. The investigation of accident disability cases shall be handled in the manner indicated for sickness disability cases.

15. Insurance. The Company will at its own expense insure the life of each Tribune Company employee upon the completion of five years' continuous service with the Company for an amount equal to the salary or wages paid during the twelve months immediately prior to the ending of such five years' continuous service, with a fixed maximum amount in each case of One Thousand Dollars (\$1,000).

16. The insurance provided for in the paragraph immediately preceding is payable in addition to all benefits to which the employee is entitled under the Workmen's Compensation Act of this state, and also in addition to any insurance carried by the employee individually.

Sections 17 to 26 provide with great particularity that a disabled employee must report his disability without delay; and that death or disability due to intoxication or any other of several causes named shall not confer any rights under the plan.

The pension plan is another movement for employee welfare. The pension fund is in charge of a board which consists of the president of the board of directors of The Tribune, one director, and a Tribune employee. This board is empowered to make rules for the efficient administration of the pension fund and to control the payment of pension allowances. It may authorize the payment of a pension to any retired employee on the following basis:

(a) All employees of this Company engaged in any capacity are eligible to pensions as hereinafter stated.

(b) All employees who shall have reached the age of 55 years and have been fifteen or more years in the service, may at the discretion of the Pension Board be retired from active service and become eligible to a pension.

(c) All employees who have been twenty or more years in the service may, at their own request, be retired at the age of 60 on the first day of the calendar month following that in which they shall have attained said age, unless, at the discretion of the Pension Board, some later date be fixed for such retirement. Persons occupying executive positions are exempt from maximum age limit.

(d) All employees who have been thirty years in the employ of the Company may, in case of disability, be retired upon a pension, irrespective of their age at the time of retirement.

The amount of the pension is fixed as follows: For each year of active service an allowance of two per cent of the average annual pay during the ten years next preceding retirement. But no pension shall exceed \$100 per month, nor be less than \$18 per month.

Pensions are to be paid monthly and the Pension Board may, in its discretion, continue the payments for a limited time to the widows and orphans of pensioners.

## COMPANY PAYS FOR \$1,000 INSURANCE

In addition to all the above, financed entirely by The Tribune Company, Tribune employees have two voluntary organizations of their own which are fostered by the management.

The Dearborn Mutual Benefit Association is an insurance and loan organization into which several hundred men and women pay weekly dues. It pays a death benefit of \$500 on the death of any member. A week before Christmas all funds are distributed to members and they usually find that their money has earned from 10% to 12%. At New Year's the association reorganizes for another 50 weeks.

The Medill Building and Loan Association is being organized in June, 1922, for the benefit of employees.

THE TRIB

Published by The Tribune Company, 100 North Dearborn Street, Chicago, Ill.

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**READ WHAT PAUL WILLIAMS HAS TO SAY TO CONSTANTINOPLE REPORTERS**



Paul Williams, who has been in Constantinople since the outbreak of the Greek revolution, is the only American correspondent in the city. He is the only one who has been in the city since the outbreak of the Greek revolution. He is the only one who has been in the city since the outbreak of the Greek revolution.

**PRINTERS LEADING TRIBUNE LEAGUE**

The printers of The Tribune are leading the Tribune League. They are the only ones who have been in the city since the outbreak of the Greek revolution. They are the only ones who have been in the city since the outbreak of the Greek revolution.

**SMITH CHASING BANDITS AGAIN**

Paul Smith, Tribune correspondent in the Orient, who has been in the city since the outbreak of the Greek revolution, is the only American correspondent in the city. He is the only one who has been in the city since the outbreak of the Greek revolution.

**"C. W. T." LEAVES FOR NEW HOME IN WEST**

C. W. Taylor, veteran Tribune journalist, who has been in the city since the outbreak of the Greek revolution, is the only American correspondent in the city. He is the only one who has been in the city since the outbreak of the Greek revolution.

**LEAGUE LEADING**

The League is leading the Tribune League. They are the only ones who have been in the city since the outbreak of the Greek revolution. They are the only ones who have been in the city since the outbreak of the Greek revolution.

**PRINTERS LEADING**

The printers are leading the Tribune League. They are the only ones who have been in the city since the outbreak of the Greek revolution. They are the only ones who have been in the city since the outbreak of the Greek revolution.

*The TRIB is printed at Company expense and distributed free each month to all employees.*









